

District Nine Altrusa International, Inc.



“Leaders in Service”

Share the Love - Share the Magic

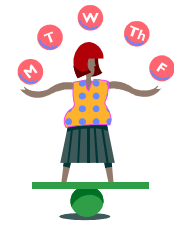
Communications

2007

Mary Standfield Communications Chair
District Nine Conference Amarillo, Texas
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COMMUNICATIONS CHAIR RESPONSIBILITIES

Congratulations on volunteering to be Communications Chair for your local club. You've said "yes" when asked to take on a leadership role; that's the spirit of a true Altrusan! Get ready to learn a lot yourself as you help your committee grow. You'll all become "Builders of Women".

The Altrusa Encyclopedia outlines all committee chairs general responsibilities:

- Prepare for the office or committee chair appointment, starting immediately after the March election to learn all you can about the club and about your specific duties
- Keep a file and/or workbook defining the duties and objectives of the assignment.
- Set up a calendar for each month, making notations during the year on 'how you did it' so your successor will have a clear idea of the pattern of work.
- Prepare a written report for the club's annual meeting on your responsibilities, duties and accomplishments
- Attend workshops, leadership seminars, District Conferences and International Conventions.

Let's look at each of these areas to see what it means to you as Communications Chair.

Prepare for the office or committee chair appointment, starting immediately after the March election to learn all you can about the club and about your specific duties.

As soon as you know you're the communications chairperson, get with your club President for a list of your responsibilities. This varies in some clubs, but generally it includes Club Yearbook, Club Newsletter, Club Website and Publicity / Public Relations. Some clubs may include on this committee their Corresponding Secretary, and Historian. You may also be responsible for other items such as a meeting program, newsletter articles or other duties depending on the club.

Now is the time to assemble your team. Look for reliable Altrusans to be in charge of the Newsletter, Yearbook, Publicity and Website if your President hasn't already assigned these positions. Meet immediately with these key individuals to review your club and the district's strategic plan. Set specific action steps then follow-up to achieve them.

It's a good idea to meet on a regular basis with your entire committee, perhaps monthly. You should use a prepared agenda for these meetings. It helps organize your thoughts so meetings go smoother and it gives everyone a place to make notes.

Keep a file and/or workbook defining the duties and objectives of the assignment.

Set up a notebook with a section for Newsletter, Yearbook, Website, Publicity, and Meetings. Keep all agendas and notes in the notebook so you'll know where everything is and be able to look up something when asked. Check with last year's Committee Chairperson, if she has files or a notebook get them to help guide your year.

Set up a calendar for each month, making notations during the year on 'how you did it' so your successor will have a clear idea of the pattern of work.

Start by seeing if the last communications chair kept records on what and how she and her committee accomplished each task. If she didn't do this, then your successor will be truly appreciative of your notes when you pass them to her next year.

Prepare a written report for the club's annual meeting on your responsibilities, duties and accomplishments.

Most Presidents will ask all committee chairs and board members for a written report at the end of the club year. If you've kept a calendar and notes all year as recommended, this will be an easy report to prepare. If your President doesn't ask for this report, why not surprise her with one? These year-end reports from each committee make excellent newsletter articles.

Attend workshops, leadership seminars, District Conferences and International Conventions.

Workshops and seminars are a fantastic source of information. Talking one-on-one with members of other clubs who have done the communications job can be very rewarding too. Seek out communication chairs from other clubs and keep in touch with them via phone or email.

All Committee Chairs, General Responsibilities

The success of any club depends on the successful operation of its committees. Active committees are necessary to meet the goals of the club and to keep members involved. Committees are the main avenues by which the ideas and talents of the members are organized and directed into achieving significant accomplishments. Committee work also creates the fellowship that unites club members by forging a bond that makes the execution of assignments and responsibilities pleasurable.

The Committee Chair is ultimately responsible for the committee's accomplishments. By creating a team-like environment and delegating certain tasks, the Committee Chair promotes the success of the committee. Your responsibilities include:

- Schedule committee meetings as needed to accomplish the tasks.
- Notify committee members and your President of each meeting.
- Plan the meeting ahead of time by preparing a written agenda; make copies of this and any supporting material for committee members and your President.
- Prepare budget figures for your committee's activities and present it to the budget committee for consideration prior to their work on the Club's budget.
- Record the proceedings of each meeting and maintain files of relevant information. Keep track of all assignments.
- Delegate committee programs or project responsibilities equitable among committee members; you can help develop the leadership skills of your members.
- Ask for volunteers to handle various tasks (people often work better if they have volunteered to do something rather than being assigned to do it).

- Be sure committee members understand tasks, responsibilities and time frames.
- Make every member feel important; thank them often; have fun.
- Give reports when appropriate and alert your President so that she can include you on her agenda.
- Forward your files to your successor.
- Include all committee members in deliberations and decisions.
- Report failures as well as successes. Everyone can profit from mistakes.
- Be sure to put new members to work immediately!
- Oversee the writing and presentation of committee recommendations to the Board.

Committee Members, General Responsibilities

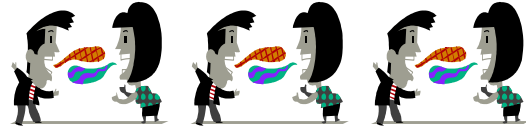
Each committee member has a responsibility to herself, the chair and other committee members to be both active and knowledgeable. These responsibilities include:

- Attend all committee meetings, discuss and recommend options as required.
- Strive to be enthusiastic, open-minded and willing to accept assignments.
- Wholeheartedly support the decisions of the majority of the committee.
- Know the duties / responsibilities / goals of the committee. Use your own ingenuity and present ideas to the committee at frequent intervals.

Share these with your entire committee; in fact, it's OK to make this entire workbook available to your committee members. That will give them a good insight and a view of the overall picture of the communications responsibilities and procedures. Remember, you could easily be grooming a subsequent communications committee chair.

Publicity

This year at District Conference, each club will receive a copy of this workbook, which includes an Altrusa Media Guide, an electronic version of the workbook on CD, and new this year, we've provided an AUDIO CD of nine Altrusa Public Service Announcements.



These audio announcements can be used for broadcast on your local radio and/or cable. They contain a space for a 'local tag' for the announcer to add information about your local club event. They are geared to address membership recruitment, fund raisers and general Altrusa awareness. Scripts for the announcements can be found later in this workbook.

The Media Guide contains detailed information for contacting the media, sample news releases and Public Service Announcements as well as some general tips on obtaining publicity. Be sure that both the Communications Chair and the Publicity Chair have a copy of the Media Guide. The club President might want a copy as well. The kit comes in a folder with a printed copy and a CD version for easy sharing.

For too long now, Altrusa has been the best kept secret around. It's time for that to change and the communications committee should play a key role in making it happen.

Club Presidents and/or Communication Committee Chairs should look at members to find the best person to serve as publicity chair. If you have a member who works for local media she may or may not be the best candidate; often media will respond better to 'an outsider' rather than one of their own, especially if they consider another media as competition. Look for someone who is dedicated to the club, who has an outgoing personality and won't be reluctant to visit or make a phone calls to ALL media outlets in your area.

The publicity person should get with the club President and make a list of club events for which they definitely want media coverage. This could include, but may not be limited to, officer elections, attendance at District Conference, attendance at International Convention, Add An Altrusan Day event, Club Anniversary, District Visitor, Make A Difference Day project, service project updates and fund-raiser events. You might also consider listing club meeting dates and notes if your newspaper prints them as well as announcements such as "Altrusan Of The Month or Year" or "Teacher of the Month" if your club sponsors such. Put all these events in date order so they can be used as a checklist throughout the club year.

Tips for Publicity Chair:

- The best thing you can do is become acquainted with one or more reporters at your local media outlets. The publicity chair should introduce herself personally to the local media contacts at the beginning of the club year and should remain in contact with them.
- Find out who at the local newspaper handles women's news and visit with them, see if they prefer news items via email, fax, phone or hand-written. Now days, many prefer e-mail and digital photos. It's much easier to cut and paste then edit, rather than having to re-type or compose the entire story. Also find out about photos, how do they prefer them and in what format? Be sure you get their correct name, e-mail address and/or fax number.
- Call or visit the local radio, television and cable companies. Find out who handles their PSAs (public service announcements) and again, introduce yourself and find out how and what format they prefer to receive your information. Caution: this will be more difficult in larger markets, but nothing is impossible! A very important step is the follow-up; after meeting them drop a card or note thanking them for their time, or send them some type of 'goodie'.
- When they print or broadcast your news item be sure you acknowledge it! A quick phone call, thank you note will go a long way toward the next time. The more contact you have, the easier it will be to get publicity.
- Don't forget the reporters and photographers when your club has a fundraiser. They love to receive tickets to your events and are more likely to attend and report if they're made to feel welcome.
- Educate the media about Altrusa and your activities. Your club could host a "Media Appreciation Luncheon" and invite all representatives (newspaper, radio, cable, and chamber) to lunch. Feed them, present them a certificate or token of appreciation, and do a short presentation about Altrusa and everything your club does for the community.
- An alternative to hosting a luncheon might be to deliver their appreciation token with a homemade cake, a hot pizza or a goodie basket to their office ... guaranteed to get their attention!

Public Relations

Public Relations is defined as *"the business of inducing the public to have*



understand for and goodwill toward a person, firm, or institution". So, we want the public to understand who Altrusa is, what we do and have a goodwill feeling toward us. That's a big job, and will require every Altrusan doing her part. On a daily basis we should be portraying ourselves in an Altruistic manner and spreading the Altrusa story at every available opportunity.

Elevator Speech

Sheryl Borden, International Communications Chair, tells about the 'elevator' speech idea in the Dec.05/Jan.06 *International Altrusan*. Basically she advises Altrusans to prepare a 10-second explanation or speech about Altrusa to use when we only have a short time to answer the question "Altrusa? What is Altrusa?" We all know the wonderful things about Altrusa, but can you convey it in 10 seconds? And, can you interest them in wanting to visit or become an Altrusan?

In these short seconds you need to accomplish two things:

- (1) You must engage the person (or persons) you're talking to, and
- (2) You must determine if continuing this conversation on a personal level is worthwhile or whether it's just a random conversation.

If it's worth continuing, what do you say in those 10 seconds? Consider these points:

- The value of membership in Altrusa
- How membership would benefit the person you're talking to
- Keep it short (obviously)
- Use language they can understand
- Relate a personal story as to why you enjoy being an Altrusan
- Ask about what they enjoy doing, if they like specific service projects

Give some thought to YOUR 'elevator' speech; try it out loud over and over until it comes naturally and with passion.

Public relations opportunities are all around us, some come to us in everyday occurrences and some we must make an effort to be a part of. Often the club president and the publicity person are the key to most public relations opportunities, but every Altrusan has the opportunity to promote Altrusa and should alert the publicity chair if she becomes aware of an event or chance for the club to promote itself.

Try a brainstorming session to make a list of promotion opportunities within your community. This list could include: speaking at other area clubs, interacting with chamber of commerce members, taking part of annual parades, crafts shows, and participating in 'Expo' type events. See what else you might come up with; check the annual calendar for your town, often available through your chamber of commerce.

Compile this list, add it to your president's calendar and don't miss a chance to toot the Altrusa horn! Let's look at some of these opportunities and tools we can use.

- **PIN** - Wear your Altrusa pin daily. You'll be surprised how many will ask about the interesting pin. This gives you an opportunity to tell how you feel about Altrusa. It's an opportunity to use your 'elevator' speech.
- **BROCHURE** - Have some club or international Altrusa brochures around. Put them in your office, at the Chamber of Commerce office or other available places. If your town has a 'new-comers' type welcoming committee, see that they have some brochures. Brochures can be professionally printed or straight off your home computer.
- **SPEAKING** - Get on the agenda to speak to other clubs and organizations in town to educate them about Altrusa in general, but especially when you have a pending event. You might be surprised at the help or partnerships that are available.
- **PARADE** - They're not just for bands and beauty queens you know. One Altrusa club participated in the annual Christmas parade outfitted in cardboard houses to promote their annual Christmas Tour of Homes.
- **CHAMBER EVENTS** - Interact with your local Chamber, perhaps even joining as a member. They offer a variety of ways to be involved with your community and can be a good avenue to promote Altrusa.
- **EXPO / FAIR BOOTHS** - Explore the 'expo' events held in your area. They are usually sponsored by Chamber of Commerce, newspapers, radio stations and/or county fairs. See if they offer a non-profit rate (often free!) and use the opportunity to share the Altrusa story. Hang the Altrusa banner, have brochures and handouts available, do a drawing to give away a prize then use the entry forms to follow up for member prospects or other solicitation purposes.
- **CRAFT SHOWS** - Most communities offer several craft shows each year. If your club sells cookbooks, poinsettias, event tickets, or other items this can be a great outlet, and you can spread the Altrusa story at the same time.
- **PROMOTIONAL ITEMS** - Consider ordering some Altrusa personalized items to give away when you're at events and especially to leave with media contacts. The variety of items starts with pencils and ends with who-knows-what. There is something to fit most club budgets. If your budget simply won't allow it, see if you have a club member who may underwrite it.

Club Newsletters

A newsletter can be the lifeline for an Altrusa Club. Not only can it be educational for new members about Altrusa, it can introduce and familiarize them with their fellow club members. Through the newsletter, members are kept up to date about meetings they missed, upcoming service projects, community information and even personal information about club members. It is a vital tool for communication between officers, committees, and members. It also serves as an official written history of the club.



Newsletter Contents

The Altrusa Encyclopedia provides guidelines for the content, format, readability and distribution of a newsletter. A club newsletter's content should include:

- The President's message
- Advance notice of meetings
- Club, District Nine, and International news
- A slate of candidates before elections
- An Altrusan Accent.

Your newsletter should include the name of the club, as well as the name and address of the president and editor. The club newsletter should be attractive in appearance with logical layout and an informal writing style. The club newsletter is distributed to all members of the club, District Governor, as well as other District officers as requested, International Officers, and International office. Print a few extra copies for public relations support, for prospective members, and for judging. (Judging criteria will be discussed in more detail later in this article.)

If your club chooses not to submit your newsletter for competition, it can be as simple or detailed as the clubs needs dictate. A one-page newsletter may be all that is needed to cover the pertinent club information. Many clubs are able to forgo the postage expense by choosing to e-mail their newsletters to members. When preparing a non-competitive newsletter you could include the following:

- An appropriate name
- Name of the president and editor
- Notice of coming events
- Summary of meetings
- New member information
- Personal glimpses of members and their families (vacations, new grandchildren, awards, funny stories, etc.)

Send copies to the District Nine Governor and other Board members, because this keeps communication lines between club and district open.

- **WRITING STYLE** - Use sentences that explain fully. Remember, your newsletter is a historical record of your club. Instead of saying "There will be a BAT meeting Monday" you might say "Monday at noon we'll meet to prepare books for our BAT (Books Around Town) service project". Someone outside your club reading this would be able to determine what BAT is.

- **USE REPORTERS** - The editor shouldn't have to write all the articles. For variety, do like newspapers do, have several reporters. One can specialize in a "Who's Doing What" article each month while someone else can report on international news and another submits the district news each month. Committee chairs should submit a report of their activities.
- **PLAN AHEAD** - It's perfectly acceptable, and in fact quite smart, to prepare items ahead of time. There's nothing wrong with having a number of Altrusa Accents prepared in advance then selecting the appropriate one for each issue of your newsletter. The same thing could be done with the international days that Altrusa recognizes. Go ahead, ask someone to write an article about each at the beginning of the club year then slip them in as the date rolls around. Your club historian could prepare a series of "Club History Glimpses" for the editor to insert throughout the year.
- **CONTESTS** - Consider adding a little fun. How about a "Guess Which Altrusan" quiz? In one issue you give hints such as where she went to school, number of children, etc. In the next issue you tell who she is. Name scrambles are fun. One President asked a question about something in the last newsletter, and bought lunch for the first member to answer her question. The result? Everyone read the newsletter more thoroughly!
- **COST** - Your club can save expense by distributing newsletters electronically. E-mail it to members or post it on a website for easy access. Another option to cover costs of copying and mailing newsletters is to sell advertising space. I'll bet several club members would buy an ad. Sell them a yearlong campaign, collect the money in advance and your newsletter becomes a revenue source rather than a liability.

Newsletter Distribution

There are many ways to distribute club newsletters. To find out what is right for your club, consider these three primary things.

1. Members
 - What do your members want?
 - How would your members like to receive the newsletter? Electronically or paper copy?
 - When would your members like to receive the newsletter? As soon as it is published or at the next meeting they attend?
 - What do they want in the newsletter? Some prefer short, concise newsletters with just the important facts; others want it all with detailed reports, photos, meeting minutes, etc.
 - Is color or font size important to them?
 - Are members techno-savvy?
2. Resources
 - What resources do your members have?
 - Do members have access to computers and the Internet?
 - What are your newsletter editor's computer skills?
 - Does your club have a web site?
 - Do you have an "e-member" who is willing to make paper copies for those who need them?

- Do you have a member who works for a printer or is able to get paper copy printing done at a low or no cost?
- Can you get postage donated?

3. Budget

- How much can your club budget allow for the newsletter?
- Will newsletters be mailed or only distributed at club meetings?
- If the vast majority of members prefer an electronic newsletter because of cost, then how will the club handle cost of providing paper copies for the few members who need them?

Here are the common methods used to distribute club newsletters and some of the success factors to consider for each method. Chances are that your club will use a combination of distribution methods. Find the method or combination that works best for your club this year and re-evaluate each year.

Web Site

1. Members

- Members have sufficient computer and Internet access.
- Members have sufficient computer and Internet skills.
- Members are pro-active enough to go to the Internet to get the newsletter.

2. Resources

- Newsletter editor has the skill, software, and hardware to publish electronically.
- Club has a web site or is willing to post on the district web site.

3. Budget

- No cost to the club, unless the club purchases publishing software and web site hosting. Clubs may post club newsletters on the district web site at no cost.
- Cost is not impacted by newsletter content such as number of pages or photos.

Email

1. Members

- Members have sufficient computer and email access.
- Members have sufficient computer and email skills.
- Members check email regularly.
- Members' email accounts have the capacity to receive the newsletter.

2. Resources

- Newsletter editor has the skill, software, and hardware to publish electronically.
- Capacity of members' email accounts will determine maximum file size of newsletter.

3. Budget

- No cost to the club, unless the club purchases publishing software.
- Cost is not impacted by newsletter content such as number of pages or photos.

Paper Copy

1. Members
 - No special requirements needed.
2. Resources
 - No special requirements needed.
3. Budget
 - Cost will vary greatly depending on member's available resources.
 - Major costs will be printing and postage so consider length of newsletter and whether the newsletter will be mailed versus distributed at club meetings.
 - A cost of three or four cents per page for black and white copying is a good price. Color copying is more. Postage is going up again this spring.

If you need to distribute some (or all) copies by mail, but your club's budget won't cover the postage costs, you might consider these options:

- **Advertisements** - Yes, think about selling ad space to some of your Altrusans for their business. Decide how much space you want to devote to ads, calculate costs to mail newsletters and try to come up with a rate to charge for ads based on these factors. Sell a yearly 'contract', payable in advance, and use the ad money to pay for postage and copy costs.
- **Subscriptions** - If you have a handful of Altrusans who prefer to receive newsletters printed and mailed, consider charging them a 'subscription', payable in advance for a year, based on postage and copy costs.

Distributing our District Nine Newsletter:

The primary method of delivering *News of Mighty Ninth* is posting it on the District Nine web site, www.altrusadistrictnine.org. Printing and mailing paper copies costs over \$5 per paper copy recipient per year. That is a big part of the \$13 annual district dues.

Email notice that a new issue has been posted goes to Club Presidents, Club Communication Committee Chairs, and other members who have requested it.

Paper copies of the *News of Mighty Ninth* are printed and mailed only to those members who are unable to get the newsletter from the Internet or from an "e-buddy".

At the beginning of the club year, an email is sent to each Club Communication Committee Chair. The email has a list of names and postal addresses of that club's members who receive a paper copy of the *News of Mighty Ninth*. The Chairs are requested to review their club's membership and respond with an update of the information at the beginning of the club year and as members' needs change throughout the year.

Newsletter Competition:

Of course it's each club's choice to enter the competition, but if you are going to the trouble of publishing a newsletter, it is no more difficult to include the required components. Think of the prestige for your club when its newsletter becomes District champ!

All clubs are strongly encouraged to have newsletters. This gives your club a cohesiveness that is hard to achieve otherwise. When your club commits to producing a newsletter, the newsletter competition should be part of the process. The judging criteria will follow the Procedure guidelines. As stated in the guidelines, be sure to provide either three sets of hard copies or three CD's to the newsletter coordinator between May 1 and June 1 to be considered for the competition. Of course, in order to be successful in the competition, you need to ensure that you include all of the key components in your newsletter. Refer to the judging score-sheet while preparing your monthly newsletter.

Awards for current year newsletters are presented at the following year's District Conference. The judging criteria score-sheet follows and can be a useful tool as you setup the format for your newsletter.

Altrusa International, Inc. of		Maximum	Points
		Points	Scored
I. Content - 75%		(75)	
A. President's Message		5	
1. Date		3	
2. Place		3	
3. Time		3	
4. Program Description		3	
C. Club News (total of 25 points)			
1. Project Reports		5	
2. Committee Reports		5	
3. Board Action		5	
4. Preceding Meeting Highlights		5	
5. Upcoming Meeting Announcements/Schedule of Events		5	
D. District News (Board actions, workshops, conference notices/reports, new clubs, nominations, etc.)		5	
E. International News (Board actions, highlights from club mailings, convention notices/reports, policy announcements, nominations, etc.)		5	
F. International Foundation News (local or district recipients of grants, highlights from club mailings, the latest on project developments, nominations, etc.)		5	
G. Altrusa Accent (a short item emphasizing an Altrusa fact, historical point, or happening)		5	
H. Member Highlights (new member info, promotions, honors, birthdays, illnesses, etc.)		5	
I. Timeliness and usability of information		8	
II. FORMAT - 15%		(15)	
A. Identification (total of 5 points)			
1. Newsletter name, Altrusa logo, full correct name of club, including city, state or province		3	
2. Name and contact information (email, phone, or address) of editor		1	
3. Name and contact information (email, phone, or address) of club president		1	
B. Attractive Appearance (no difference for type of production)		5	
C. Ease of Distribution		5	
III. READABILITY - 10%		(10)	
A. Arrangement or layout (with logical placement of items)		5	
B. Writing style (one that clearly communicates with reader)		5	
Total Points Scored			

Note: Three (3) complete sets (a whole years' worth of newsletters is considered a one set) should be submitted at the end of the club year and by the designated deadline to the District Newsletter Coordinator. Clubs may submit either 3 sets of printed newsletters or 3 CD's (1 set on each CD) in either pdf or Word format. Effective June 1, 2006.

Judging Procedure Guidelines - For Newsletters

1. All judges shall use the official "Judging Criteria and Score-sheet" furnished by Altrusa District Nine. All items on the score-sheet shall be scored. Score-sheets shall be tallied and returned to the District Newsletter Coordinator who will average each clubs score sheets for a final score.
2. There shall be three judges.
3. There will be **no ties** for first, second and third place. One Honorable Mention is allowed, at the discretion of the Newsletter Coordinator.
4. The scores of all judges shall be added together to determine first, second and third place. In the event of a tie, the Newsletter Coordinator will break the tie using the more discriminating criteria such as Format, Readability and Usability.
5. There shall be no more than one judge from the same Altrusa club.
6. The Newsletter Coordinator shall be responsible for obtaining judges. Consideration should be given to members of the District Communications Committee. The Newsletter Coordinator has the option of serving as a judge.
7. Judges cannot judge newsletters submitted by club(s) of which she is a member.
8. Score-sheets with scores and comments should be given to the appropriate club so they will have the information for future consideration. Sheets should be made available at District Conference for club pick-up. The Newsletter Coordinator should mail those not picked up to the Club President immediately after conference.
9. Newsletter entries should be submitted by the club between May 1st and June 1st each year.
10. Three (3) complete sets (a whole years' worth of newsletters is considered as one set) should be submitted at the end of the club year and by the designated deadline to the specified District Newsletter Coordinator. Clubs may submit either 3 sets of printed newsletters for 3 CD's (1 set on each CD) in either pdf or Word format.
11. Submissions shall go to the Newsletter Coordinator who will be coordinating the judging for that club year. The first year of the biennium this would be the current coordinator, the second year it would be the incoming coordinator.
12. The District will cover postage costs for the Newsletter Coordinator to send entries to judges and for judges to return them to the Newsletter Coordinator.
13. The Newsletter Coordinator should communicate to all club Presidents and club Communication Chairs regarding the submission timeline and information on who to send them to. This should be done at the beginning of the club year with a reminder just prior to May 1st.
14. Information in item 13 should also be addressed at both the Current President's Breakfast and the Incoming President's Workshop at District Conferences.

Club Yearbooks

Assembling Your Club Yearbook



1. Retrieve a copy of the Judging Criteria. This will give you the essentials items for the yearbook. The Judging Criteria follows in this book.
2. Set a date the yearbook will be given to the membership. If you work diligently, allow six to eight weeks.
3. Get started on preliminary work as soon as possible, i.e., printer bids, printer needs, choice of software, etc.
4. Obtain each members updated information. You can pass around a copy of the yearbook to have the member give you the new information or initial the prior information; or you can create a member update form (sample included) to be given to the club members. Be sure to include a due date and your contact information, i.e., mailing address, and fax number for returning the information.
5. If you are taking pictures, give your membership a date(s) pictures will be taken. Allow for some members to retake a picture.
6. Collect the updated information for District and International. Your President should be able to help you obtain this information. (See the Judging Criteria for required information.)
7. Select a software program to create the yearbook, i.e., Microsoft Word, Publisher, or QuarkXpress. Talk to your printer about what his needs are in the final layout, so that you don't spend time having to go back and fix or redo.
8. Create a look or template for the member's, District and International information. Decide in the beginning how you want your book to look when you are finished.
9. After you have the completed information, update forms and/or the new pictures; begin inserting the information and/or pictures into the software.
10. Consider other items that would be beneficial to the membership and include them in your book, this could include: Strategic Plan, Website addresses, Membership responsibilities and Pictures from various events
11. After you have completed the yearbook, ask at least two people to proof for spelling, uniformity, accuracy and consistency. Give a due date to the proofreaders.
12. Get three bids from local printers and compare the bids with the Club budget amount. Give the printer a due date. (Note: If your budget is already set, you might talk to the printer before you begin layout. Know what you can afford before you get too far in your layout, i.e., number of pages, color, etc.

13. Give the yearbook to the printer. Ask for a completion date.
14. Give the yearbooks to the club and enjoy all the compliments!
15. Keep up with changes during the year and give to the next Club's Yearbook Coordinator. This will save hours for the new coordinator.

A simple form such as this one can be used to gather information about each member for publication in the yearbook. Modify it to include the information you want.

=====

Member Information Update Form for Yearbook

Name: _____

Home Address: _____

Work Name: _____

Work Address: _____

Phone Numbers: Home: _____ Work: _____

Cell: _____ Fax: _____

Email Address: _____

Classification _____

Year became an Altrusan _____

Birthday (Month/Day) _____

Please return to _____ by (due date).

Fax to 999-999-9999

or Mail to: 3333 Street Town, ST Zip

or E-Mail to: yyyyyyyyyy@zzzzzz.vvv

=====

Yearbook Competition

Consider submitting your yearbook for District competition, especially if you've gone to the trouble to include all the details on the judging score sheet.

Awards for current year yearbooks are presented at the following year's District Conference. The judging criteria score sheet follows and can be a useful tool as you setup the format for your yearbook.

	Maximum Points	Points Scored
I. Content - 75%	(75)	
A. Local Club Information (total of 58 points)		
1. Dates of club organization and charter, plus the charter members	3	_____
2. Past presidents and the dates they served	3	_____
3. Local goals	5	_____
4. Officers and Board of Directors	6	_____
5. Committee chairmen and committee members - by committee	6	_____
6. List of club service projects	6	_____
7. Meeting dates, time, and places - for entire year	10	_____
8. Roster of members, with space for new members, and dates - including home and business addresses and telephone numbers, fax number, email address, classification, year they became an Altrusan, birthday (day and month)	10	_____
9. Classifications represented in the club	1	_____
10. Club budget(s) and Ways and Means Projects	3	_____
11. Club policies	5	_____
B. District Information (total of 5 points)		
1. List of District officers, addresses, telephone numbers	1	_____
2. List of District committee chairmen and their addresses	1	_____
3. Dates and places of next District Conferences	1	_____
4. Number of clubs and number of members in District Nine	1	_____
5. Territorial boundaries of District (i.e. District Nine, State of Texas)	1	_____
C. International Information (total of 7 points)		
1. Scope of Altrusa International - number of members, clubs, countries	1	_____
2. International theme	1	_____
3. Date and place of next International convention	1	_____
4. International officers and their addresses *	1	_____
5. International committee chairmen and their addresses *	1	_____
6. International headquarters address, telephone and fax number	1	_____
7. International Foundation - information, chairman and address	1	_____
* In election years, titles for International officers/committee chairmen with space with space for names/addresses entered later		
D. Optional Information (total of 5 points)		
1. Organizational date of first club in Altrusa; when Altrusa became International and its early history	1	_____
2. Altrusa colors	1	_____
3. Altrusa Motto	1	_____
4. Altrusa Collect or Grace	1	_____
5. Altrusa Benediction	1	_____
II. Usability - 15%	(15)	
A. Convenient size to handle and carry	5	_____
B. Accurate, up-to-date and carefully proofread	5	_____
C. Readable - not too crowded, clear type, headings stand out	5	_____
III. Format - 10%	(10)	
A. Cover - Includes official name of club, city, state, and country	2	_____
B. Appearance - pleasing and neatly presented (not necessarily costly)	3	_____
C. Table of contents or index	2	_____
D. Logical arrangement of materials	3	_____
Total Points Scored		_____

Judging Procedure Guidelines - Yearbook

The following procedures are new this year, compiled to clarify some confusion regarding submission and judging of yearbooks.

1. All judges shall use the official "Judging Criteria and Score-sheet" furnished by Altrusa District Nine. All items on the score-sheet shall be scored. Score-sheets shall be tallied and returned to the District Yearbook Coordinator, who will average each club's score sheets for a final score.
2. There shall be three judges.
3. There will be **no ties** for first, second and third place; one Honorable Mention is allowed, at the discretion of the Yearbook Coordinator.
4. The scores of all judges shall be added together to determine first, second and third place. In the event of a tie, the Yearbook Coordinator will break the tie using the more discriminating criteria such as Format and Usability.
5. There shall be no more than one judge from the same Altrusa club.
6. The Yearbook Coordinator shall be responsible for obtaining judges. Consideration should be given to members of the District Communications Committee. The Yearbook Coordinator has the option of serving as a judge.
7. Judges cannot judge yearbooks submitted by club(s) of which she is a member.
8. Score-sheets with scores and comments should be given to the appropriate club so they will have the information for future consideration. Sheets should be made available at District Conference for club pick-up. The Yearbook Coordinator should mail those not picked up to the Club President immediately after conference.
9. Yearbook entries should be submitted by the club between May 1st and June 1st each year.
10. Three copies of the club yearbook must be submitted.
11. Submissions shall go to the Yearbook Coordinator who will be coordinating the judging for that club year. The first year of the biennium this would be the current coordinator, the second year it would be the incoming coordinator.
12. The Yearbook Coordinator should communicate to all club Presidents and club Communication Chairs regarding the submission timeline and information on who to send them to. This should be done at the beginning of the club year with a reminder just prior to May 1st.
13. Information in item 12 should also be addressed at both the Current President's Breakfast and the Incoming President's Workshop at District Conferences.

Club Websites



Does your club need a website, you ask? There are many good uses for a club website including these.

- **Recruiting** - Show prospects your website to help answer some of their questions.
- **Club Reference** - If your club calendar is on the web site it's a handy reference for your members.
- **Idea Sharing** - Clubs can get fund-raising and service project ideas by looking at other clubs web sites.
- **Photos** - It's easy to share club photos by putting them on the web site.
- **Newsletters** - Post your newsletter on the web site where it's easily accessed.

District Nine encourages all clubs to develop their own website. In the short future, perhaps by 2007 District Conference, there will be official judging criteria and District Award recognition for deserving clubs with their own website.

How To Create a Club Website

Three things are important to consider when creating a club website, they are:

- Web site host
- Web site domain name (optional)
- Web site content

Let's look at each item to consider how to proceed with building your website.

Find a Web site host

A Website host is a computer that stores your web site pages and "serves them up" when requested. Web site hosts come in two flavors:

- Free
- Not-free

Free web site hosts

Most free Web site hosts come with another "price" – they reserve the right to add advertising to your web pages. Examples of free web site hosts:

- Tripod.com
- Geocities.yahoo.com

To find other free web site hosts, search the internet for "free web host"

Not-Free web site hosts

Not-free Web site hosts charge a monthly fee (with usually a one year commitment) to host (store) your web site pages. You usually have total control over your page content. Not-free Web site hosts also include additional features that may be important to you:

- Large amounts of disk space so you can post lots of pictures of your club doing service projects and having fun
- E-mail accounts so you don't have to use one of your member's personal e-mails for contact.
- Editing tools and templates to make it easy to create web pages.

NOTE: Many of the free Web host sites offer some of these features as well, which is why you should “shop around” for the web site hosts that offers the features you want for the right price – even if that price is free.

Web site hosting pricing varies widely, depending on the extra features included. Count on spending at least \$15 per month plus a set-up fee.

Decide on a Web site domain name

This is an optional step. You do not need to have a web site domain name to have a web site.

The advantage of a web site domain name:

- It gives your web site a signature: an easy to remember address. Without a domain name, the address to your web site will likely contain more “parts”, making it harder to remember. For example, a domain name usually has only two parts:
 - Your name
 - An extension, such as .org or .com

Without a domain name, your web site address will probably have at least 3 parts:

- Your web site host name
- Your name
- An extension, such as .com or .net

For instance,

- Altrusadallas.tripod.com
- Tripod.com/altrusadallas

The disadvantage of a web site domain name:

- It costs money – usually about \$35 per year and must be renewed when your subscription runs out. (Your subscription is the number of years you want to pay for up front.)

If you decide to purchase a domain name, there are two steps:

1. Register your domain name

There are several companies that offer this service – search the internet for “domain name registration”

Examples of domain name registration services:

- www.networksolutions.com
- www.register.com

Whatever service you choose, they will allow you to verify that the domain name you choose is available, and provide you with all the tools to register and renew your domain name.

NOTE: Many domain name registration sites also offer Web site hosting, so you can kill two birds with one stone.)

2. Connect your domain name to your web site host. Depending on which domain name registration site you use, and whether you are using a free or not-free web site host, this process involves either identifying a DNS server or setting up web-forwarding. Either way, the domain name registration service you choose will provide the tools necessary to do either.

Create your web pages

Creating web pages usually involves three steps:

1. Decide on and design content
2. Create web page files
3. Transfer the web page files to your web site host computer

Decide on and design content

Every web site is different. Only you can decide if your web site will be used for one or more of the following purposes:

- Provide information
- Advertise your club and activities, including fund-raisers
- Provide member communication tools

Check out other Altrusa web sites and decide for yourself. Links to most clubs can be found on Altrusa.com – click on Club Links on the left menu.

Create web page files

Web pages are typically computer files that follow a specific format and are named xxxx.html. (Other file types are advanced and beyond the scope of these instructions.)

There are many ways to create web pages:

- You can use any computer text editing software (Notepad, Wordpad, etc.) and manually create the pages with the correct format, saving them with a name that ends with .html. (**NOTE:** not for the inexperienced.)
- Some word processing programs, such as Microsoft Word, allow you to create pages using familiar software, and then save the file as an html file.
- There are several tools to aid you in creating web pages – some of them are free, some cost money. Examples are:
 - Microsoft's Frontpage
 - Dreamweaver
- Many web site hosting services offer web site creation tools, usually providing templates that make web page creation a simple task.

Transfer the web page files to your web site host computer

If you use your own computer to create your web pages (instead of tools or templates available from your web site host), the last step is to transfer the files you created from your computer to your web site host. Your web site host will have the tools necessary for this step, usually called FTP or File upload.

Altrusa Club Website Content Guidelines

Websites have many purposes:

- Inform – provide information to prospective members and guests about your club
- Communicate – contain information that members might need to help conduct the day to day business of the club, or to stay in the loop if they're not active
- Excite – paint a picture of your club that would entice any prospective member or guest to want to find out more
- Sell – provide a means to either promote fund-raisers to a wider range of people, or to actually sell items that raise money

The actual content of your club's website, and the scope of information it should contain is a matter of choice for each club. This section details some possible information you should consider including in your web site content.

Guest Information

Most of the information on your website should be aimed at guests and prospective members. Think of your website as a TV commercial that lasts much longer than 30 or 60 seconds. What do you want outsiders to know about your club? How will you peak their interest so they will want to contact you and either attend a meeting, participate in a service project, or contribute to a fund-raiser? Here are some categories of information to consider including:

- Basic Information
 - Who you are
What is Altrusa? What is unique about your club? Mention a specific project that might be recognizable in the community. Mention that Altrusa is a builder of women. Think of something to spark the interest of people looking for a community service outlet.
 - Club Mission
Do you have a mission statement? Tell people about it. Be proud of what you do and what your club is trying to accomplish.
 - Meeting Information
Include details about when you meet, (day of the week, time and frequency), where you meet and who to contact to make a reservation. Invite all visitors to your next meeting.
 - Contact Information
Include either an e-mail address or a phone number of someone to contact for more general information about your club.
- Service Projects
Provide a detailed list of all the service projects your club is working on, or planning. Remember that not all things interest all people. Showing a variety of projects that help a variety of segments of your community (i.e., elderly, children, disabled, military, animals, etc.) will help spark the interest of all people. If there's an on-going project that needs people, list the specifics of how and when anyone can help.
- Fund Raisers

- Provide information about why you need to raise money. Be specific about what the money is used for. If you're a 501(c)(3) organization, make sure to mention it.
- Provide details of any upcoming fund-raisers – where, when, what.
- Include information on how people can help NOW. Are you collecting donations for a silent auction? Do you need sponsors for a program at a Style Show. Provide an easy way for visitors to your website to contribute. It never hurts to ask. A simple statement saying that monetary donations are always welcome accompanied with a mailing address might surprise you.
- Include an e-mail address or phone number for visitors so they can get more information about any fund-raising projects or events.

Member Information

In addition to providing information to prospective members and guests, your club website can also be a communication tool for members. It can be an easy, one-stop-shop for your members to go to get information they might need at a minute's notice, or to catch up when they missed a meeting. Information you can include:

- Upcoming events, or a full calendar. When's the next meeting? What's the program topic? When's the next service project? Include information about Conference and Convention – or links to where there is more information about these events.
- Board and Committee Members – a simple list of names and titles can be invaluable if your yearbook isn't handy. Include e-mail addresses if desired, but don't include phone numbers unless your members agree.
- Newsletters – links to download club newsletters make it easy for your members to get all the information they need – especially if they missed a meeting, or can't be as active as they'd like to be. Be careful about how accessible the information in your newsletter is. There are two options to protect your members information that might be contained within a newsletter:
 - Find a website host that will allow you to password-protect sections of your website
 - Create two versions of your newsletter – the full version, and a scrubbed version that you can put on your website. The scrubbed version should remove any last names, phone numbers and addresses. (And anything else you don't think is fit for public consumption.)

Links to other websites, such as Altrusa District Nine (<http://www.altrusadistrictnine.org>) and Altrusa International (<http://www.altrusa.com>).

Club-Specific Web Page on District Nine Web Site

As an alternative to all the above steps, Altrusa District Nine offers a free web page to any District Nine Club. The web page is limited to one page, with no pictures and can contain basic information about your club, such as contact information, current service projects and meeting information.

For examples, see:

- www.altrusadistrictnine.org/waco
- www.altrusadistrictnine.org/andersoncounty

Details

- Each club will have the opportunity to have their own, unique web address (URL) for instance, <http://www.altrusadistrictnine.org/dallas>
- Content is limited to one page (no limit on the amount of information contained on the one page), text only, no graphics.
- Content can be changed once a month, if desired.
- To submit content:
 - Email the District Nine web site coordinator (paulaamschler@hotmail.com) a Word document or a .HTML document with your club’s web page content.
 - Fill out the form below and e-mail or mail the form to the District Nine web site coordinator:

Email address: paulaamschler@hotmail.com
Mailing address: Paula Jo Amschler
2404 Forestmeadow Dr.
Lewisville, TX 75067

District Nine Club-Specific Web Page Content Form

Note: All sections are optional. Please use additional pages as necessary, and use the “Other Information” section at the bottom for additional content. If using the electronic version, each section will expand as you type your content. To get an electronic version you can e-mail Paula.

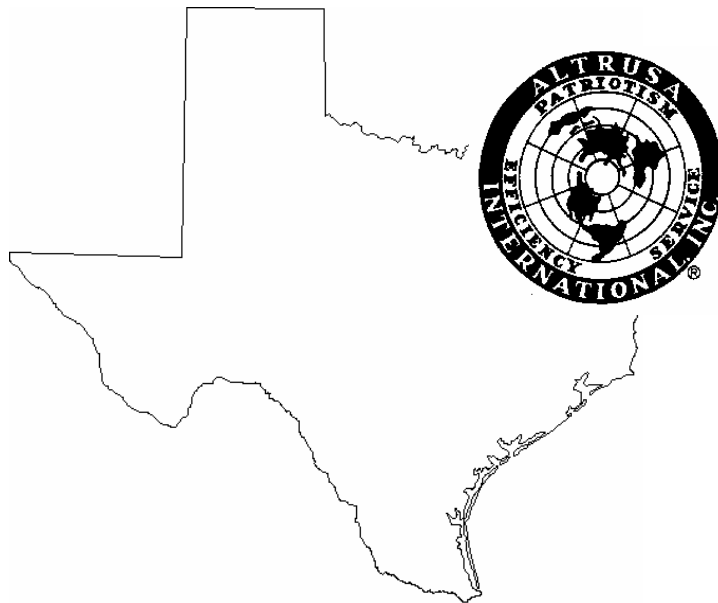
Altrusa International Inc. of _____

Club Description:	
Club Mission:	
Contact Information: (please limit to name and email address only. No phone numbers or addresses will be published on the web page)	
Club Meeting Information:	
Day(s):	
Time:	
Location:	
Contact:	
Club Goals:	
Current Service Projects:	
Fundraising Events/Projects:	
Up-Coming Events:	
Other Information:	

For more information about using District Nine’s web site to host your club’s web page, contact the District’s web master, Paula Amschler at paulaamschler@hotmail.com.

MEDIA GUIDE

District Nine Altrusa International, Inc.



How to use this Media Guide

This guide contains all the pieces you need to create a personalized Media Kit that you can deliver to your local media, as well as a plan for implementing a successful media campaign.

Begin with reviewing this workbook's contents for an overview of the types of publicity. You'll also find hints on how to approach the media and insight into what they can do for you.

Fill out the media contact sheet; be sure you include all the media in your area. You may think of some not even on our list.

Prepare your publicity calendar. You can make a preliminary call or visit to the media to introduce yourself or wait until you need their help to publicize the first event on your calendar to make contact. Be sure you leave them with your personalized Club Media Kit.

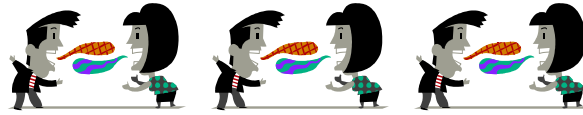
Suggested preparation for your media kits:

1. Start with a nice pocket folder in a bright color, on the front cover place a sticker identifying Altrusa, your club or your big event. You can print your own using your PC or you can order stickers of the Altrusa logo from Doc Morgan, Inc. Your club president should have a Doc Morgan catalog.
2. Inside the pockets place some or all of these items as you see fit:
 - a. A club brochure
 - b. An Altrusa International brochure
 - c. A fact sheet about your event
 - d. A prepared news release or two
 - e. A photo sheet
 - f. All the above information on a CD
3. On the outside of the pockets staple or place in the slits
 - a. Complimentary tickets to your event
 - b. An Altrusa business card or your business card

You might consider adding the prepared Altrusa Video Public Service Announcement to your resources as well. Television and cable companies can use it to dub a copy for their use and return the original to you.

Publicity Tips

As publicity chairperson, the best thing you can do is become acquainted with one or more reporters at your local newspaper(s), with announcers at the local radio station(s) and the person



who handles the public service announcements at the local television or cable station. Find out who they are, then pay a quick visit to introduce yourself. Caution: This will be more difficult in larger markets, but nothing is impossible.

Keep a list of these contacts for easy access all year; share the list with your club president and other members who might be handling publicity for a special project. We've prepared a fill-in-the-blank form just for this purpose.

Find out how they prefer to receive news items and format for photos. Many prefer e-mail and digital photos. Be sure you ask what **formats** they can work with. Some might accept a .jpg digital photo but not a .tif photo. Also ask about formats for written items. Can they work with a word.doc file or do they need a .txt file? Many will prefer digital formats because it's easier to cut, paste and edit rather than having to re-type the entire story. Many will accept faxes and mail with printed photos. Be sure you get their correct e-mail address and fax number.

When they print or broadcast your news item, be sure you acknowledge it! A quick phone call or thank you note will go a long way toward the next time. The more contact you have, the easier it will be to get publicity.

When your club has a fund-raiser, don't forget your friends, the reporters, photographers and announcers. They love free event tickets and are more likely to attend and report if they feel welcome.

Educate the media about Altrusa and your activities. Your club could host a "Media Appreciation Luncheon" and invite all representatives (newspaper, radio, cable, and chamber) to lunch. Feed them, present them a certificate or flower or something and do a short presentation about Altrusa and everything you do for the community.

An alternative to hosting a luncheon might be to deliver their appreciation token such as a homemade cake, a hot pizza or a goodie basket to their office ... guaranteed to get their attention!

Clubs should spread the word on everything they do, every way you can. Don't be humble! Use newspapers, brochures, radio, television, cable, whatever. Remember local radio stations and cable TV stations can offer free coverage in the form of PSAs, or public service announcements.

Have your president or chairperson available for interviews for print or broadcast media. Make it your business to know which programs exist where this is possible. Never miss an opportunity to include information about Altrusa when promoting a particular project.

Club Publicity Calendar

Create a calendar for the president and publicity person using these dates and others specific to your club.

- May/June - Installation of new club officers
- July (odd numbered years) Altrusans attend International Convention
- October - Make A Difference Day - Announce your club's project; this is a national day coordinated by USA Weekend Magazine.
- March/April - Club members attend District Conference
- April 11 - Altrusa Awareness Day - Observe Altrusa International's Anniversary
- March - May - Club elects new officers and board of directors



Add these events to the calendar above:

- Your club's major fund-raiser(s)
- Your club's service projects
- Yearly visit to your club by district board member
- Your club's anniversary
- Your club's membership events



Use your list of dates to pinpoint when you need your news to be heard by the public.

Back into your timeline to determine when you need to deliver your news items to the respective media (see medias to explore). This is the date the publicity chair should put into her planner for each event.

Media Contact List

Name / Address	Contact Name, address, phone, fax, email	Preferences / Deadlines Fax, email, photo format, etc.
Newspapers		
Radio Stations		
Television/Cable		
Cable / TV		
Chamber of Commerce		
Expo / Fair		

Medias to Explore

Media	Characteristics	Deadlines
Newspapers	<ul style="list-style-type: none"> provide in-depth treatment of a subject print reporters may use direct quotes from news releases 	<ul style="list-style-type: none"> daily, am - usually 2-3 pm the afternoon before daily, pm - usually early morning the day of issue weeklies - 3 - 5 days before the issue
Radio	<ul style="list-style-type: none"> use live or recorded 10-60 second public service announcements if using 'sound bites' be aware of the tone of your voice if live interview, be prepared, upbeat and don't hesitate when answering; this adds credibility 	<ul style="list-style-type: none"> allow two weeks or more notice on events so announcements will air more often news items - usually one day notice, or even same day
Television/Cable	<ul style="list-style-type: none"> a highly visible medium, use backdrops that visually show the importance of your message graphics are often used by producers as part of segments 	<ul style="list-style-type: none"> for breaking news - usually the day before, contact assignment editor for public service announcements allow 3-8 weeks
Magazines	<ul style="list-style-type: none"> target to specific segments of public can explain in more detail 	<ul style="list-style-type: none"> 6 - 8 weeks before publication goes to press
Expos	<ul style="list-style-type: none"> opportunity for face-to-face visiting at your booth can reach lots of people in a short time at one location 	<ul style="list-style-type: none"> 1 - 10 weeks before the event
Website	<ul style="list-style-type: none"> list your events on your web site, as well as local Chamber of Commerce, City, newspaper, etc. 	<ul style="list-style-type: none"> can be same-day depending on the web master check for ability to list your own events on line

Keep in mind that members of your local media are simply people too; they are members of the community and will be interested, both as private citizens and as professionals, in what your club is doing.

Remember these two things that are needed to open the doors of any media:

- (1) Understand what they want in a story.
- (2) Be sure the information is provided in a clear and timely manner.

Reporters and producers seek similar story elements: audience appeal; issues that stimulate debate, controversy and even conflict; stories that generate high ratings and increased readership; and fresh perspectives on an issue that will sustain public interest. They usually avoid 'old hat' stories that have been duplicated by a competitor or are inaccurate or incomplete, as well as people who are overly persistent when a story has been rejected.

Resources You Can Use

Altrusa brochures, videos, and promotional items are available for purchase from the Altrusa International office. The easiest way to order is through the web site. Start at www.altrusa.com and click on "Order" near the bottom of the left-hand side bar.

Altrusa Tradition	\$2.00
Marketing Plan	\$5.00
International Brochure, English	\$0.35
International Brochure, Spanish	\$0.35
International Brochure, pack of 200	\$50.00
Business Cards, pack of 50 (English)	\$5.00
Business Cards, pack of 50 (Spanish)	\$5.00
Business Cards, pack of 50 (French)	\$5.00
Encouraging Employee Volunteerism Brochure	\$0.25
This is Altrusa International (video)	\$20.00
Public Service Announcement (video)	\$20.00
Printers Slick of International Logo	\$1.00
Printers Slick of Biennium Logo	\$1.00
ASTRA Brochure	\$0.35
Printers Slick of ASTRA logo	\$1.00

Other image building and public awareness products are available from Doc Morgan, Inc. the official supplier of Altrusa jewelry and accessories. Their phone number is 630-584-9414; your club president and/or treasurer should have a catalog. You might consider these items.

Adhesive Stickers of Altrusa Logo, various size stickers great for putting on front cover of your media kits.

Altrusa Pens and Pencils, one of the least expensive items you can use to give to the media, the public or prospects.

Altrusa Road Signs - available in 18" and 30" sizes, great for posting on the main roads leading into your town. Put them up next to the Lions and Rotary club signs, which are already up at most towns. If other club signs aren't already up, be sure to check with local authorities as to where you can post your Altrusa sign.

Public Relations The Job of ALL Altrusans

Simply stated, Public Relations is: putting forth an image to the public. Portraying a good image of Altrusa is the job of every member.



You should be talking about Altrusa every chance you get, not just to the media, but also to your friends, co-workers and business acquaintances. Don't miss a chance to tell them about your club's latest projects and what a wonderful sisterhood Altrusa is. What you say, what you do and how you conduct yourself reflects on your individual club and on the Altrusa organizations as a whole. You should show that **YOU ARE PROUD TO BE AN ALTRUSAN.**

So, help spread Altrusa good relations to the public; it's your job.

It's been said that Altrusa is the best-kept secret around. I find that to be true and believe it is due largely to our being too humble. We go about doing good things without any thought of personal gain. That is good except for the fact that we are losing opportunities to do even more good deeds, to do them on a larger scale and to do them with larger groups and therefore with more help.

It's time we started "tooting our own horn," not to be patted on the back or be glorified, but to keep the name "Altrusa" before the public. How many times have you heard someone say "Altrusa? What's Altrusa?" We've celebrated too many years of service for the public to still be saying that. It's time we changed that reaction - and it's the job of every Altrusan to do it.

10-second Elevator Speech:

According to her article in the Dec/05-Jan/06 issue of the *International Altrusan*, Cheryl Borden, International Communications Chair, urges each Altrusan to prepare a 10-second "Elevator" speech. If you've prepared your speech, you'll be able to tell a complete stranger about Altrusa in 10-seconds.

Can you interest someone into wanting to visit or become an Altrusan, or at the very least to learn more about our great organization? Read the entire article, available at www.altrusa.com. It's really worth exploring and developing. This could serve as an activity at a club meeting; consider role-playing to demonstrate.

Let's look at some public relations opportunities:

- **PIN** - Wear your Altrusa pin daily. You'll be surprised how many will ask about the interesting pin, this gives you an opportunity to tell how you feel about Altrusa. This is the opportunity to use your 10-second 'elevator' speech.
- **BROCHURE** - Have some club or international Altrusa brochures around. Put them in your office, at the Chamber of Commerce office or other available places. If your town has a 'new-comers' type welcoming committee, see that they have some brochures. Brochures can be professionally printed or straight off your home computer.
- **SPEAKING** - Get on the agenda to speak to other clubs and organizations in town to educate them about Altrusa in general, but especially when you have a pending event. You might be surprised at the help or partnerships that are available.
- **PARADES** - They're not just for bands and beauty queens you know. One Altrusa club participated in the annual Christmas parade outfitted in cardboard houses to promote their annual Christmas Tour of Homes fund-raiser.
- **CHAMBER EVENTS** - Interact with your local Chamber of Commerce, perhaps even joining as a member. They offer a variety of ways to be involved with your community and can be a good avenue to promote Altrusa.
- **EXPO / FAIR BOOTHS** - Explore the 'expo' events held in your area. The chambers, newspapers, and radio stations often sponsor them. See if they offer a non-profit rate (often free!) and use the opportunity to share the Altrusa story. Hang the Altrusa banner, have brochures and handouts available, do a drawing to give away a prize then use the entry forms to follow up for member prospects or other solicitation purposes.
- **CRAFT SHOWS** - Most communities offer several craft shows each year. If your club sells cookbooks, poinsettias, event tickets, or other items this can be a great outlet, and you can spread the Altrusa story at the same time.
- **PROMOTIONAL ITEMS** - Consider getting some Altrusa personalized items to give away when you're at events and especially to leave with media contacts. The variety of items starts with pencils and ends with who-knows-what. They're something to fit any club budget. If your budget simply won't allow it see if you have a club member who may underwrite it.

Tips for Writing News Release

- Clearly identify your item by putting "News Release" at the top of the page.
- Identify when you want it released with "For Immediate Release" or "To be released on __date__" at the top.
- Follow this with contact information including a name and telephone numbers of one or more person(s) also include the name and address of your organization. Be sure your contacts have copy of the news release in case the media calls.
- The first sentence should be the facts of your news, i.e. "Altrusa announces scholarship winner".
- The first paragraph should be able to stand by itself as a complete news story in case the editor runs out of space and must cut some.
- Be sure you include all the facts - who, what, where, when and why.
- The first time you refer to Altrusa be sure to do so with the full, proper name i.e. Altrusa International, Inc. of _____. After that you can say "Altrusa" or "Altrusa of _____".
- Try to come up with an original, but truthful angle to describe your event.
- Localize your story.
- Include photographs only if they are good print quality.
- If writing a club meeting report after the fact, include only the items the general public would be interested in. For instance, don't tell about approving the minutes, but do tell if you had an interesting program or took action on a service project.

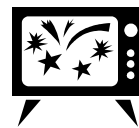


Tips for Writing a PSA (Public Service Announcement) Or Audio Script:

Local radio and cable stations are obligated to serve the public in their broadcast area. This is accomplished partly through PSAs which may simply be a 10 second script read live by the announcer, an event listing on the screen or as elaborate as a 30-second or 60-second recorded spot, depending on market size and your influence.



- Keep in mind that you are writing a script to be read and be heard on the radio or television.
- Write it, as you would speak, conversationally, that is. If it is for more than one voice, indicate #1, #2, etc. in the left indent.
- If you want specific sound effects, indicate them in parentheses with the abbreviation sfx: followed by a description, i.e. (sfx: telephone dialing), be sure you allow blank space on the script to allow time for the sound effect.
- Radio scripts are usually written using the Courier Font because each letter takes up the same amount of space, just as in speaking. Numbers should be spelled out, because of the time it takes to speak each number.
- Double-space your script so it can be read easier.



Composing a Photograph:



- Focus, Focus, Focus - do not submit a photograph that is out of focus, it will look much worse when printed.
- Subject - be sure that the subject of the photo really is the most prominent thing in the picture. If you must study a picture to see the story, you've missed the shot.
- Background - If your subject is light in color put it/them against a darker background, but steer away from very dark backgrounds for newspapers. When placing your subject, look where they are in conjunction with the background. For example, place that person beside, not in front of, the hanging flowers, otherwise, it might appear that she has them growing out of her head!
- The Altrusa banner is always a good background, as long as the subject is not covering up too much of it.
- Lighting is very important; if the photo appears dark to you, it will be black when printed in the newspaper.
- Watch for glare; if there's a framed certificate in the photo; the camera flash is likely to create a glare when it bounces off the glass. Just tilt the frame downward slightly to overcome this.
- Try to make your photo tell a story and show some action. A photo of two people holding a certificate and looking straight at the camera is pretty boring. Instead allow the recipient to hold the certificate while the Altrusan shakes their hand, or holds something that relates to the event. They could also be looking at each other (slightly) rather than full face to the camera.

Samples

Following are samples you can adapt for your needs

Fact Sheets:

An effective media kit can also include a fact sheet, which can in fact be more than one sheet in length, but will outline all the necessary facts about your event. A good outline would include:

- logo
- contact information
- headline
- one to two sentence description
- first feature, second feature, third feature, and event information.

Using this outline, a sample fact sheet for an Altrusa fund-raiser might look the one on the next page.

Sample Fact Sheet:



For additional information contact:
Name, phone
Email: address

FACT SHEET:

53rd ANNUAL CHRISTMAS TOUR OF HOMES DECEMBER 3rd 2:00 - 5:00 PM

Altrusa of Greenville presents this annual event. It will feature six local homes decorated in their Christmas finery for the public to enjoy.

The Homes:

- The Smith home is a 19th century Victorian home fully furnished with antiques, you'll especially enjoy the baby grand piano.
- The Jones' home, once a local Coca-Cola bottling plant, is well known for its art deco interior and livability.
- On historic Pine Street, now a bed and breakfast the "Dairy Manor" was once the dairy farm and home of the Davis family whose descendants still occupy the home.
- Eclectic best describes the home of the Millers who collect dolls, trains, and other classic toys.
- The Hills go a little overboard with Christmas trees; we're told there are more than thirty in this lovely home.
- "Comfortable" comes to mind when visiting the Grays' home; you'll see photos of the Mayor's children throughout their life.

Reception - Bank of America serves as the reception site for our Tour of Homes. Stop by for free refreshments and do your Christmas shopping as well. The Altrusa Club has been busy preparing a variety of Christmas crafts and gifts.

"Build A Wreath" - is new this year; you can select your wreath colors and theme decorations yourself. Florists and decorators will be on hand to assemble your personalized wreath while you shop or take a break.

Live Entertainment - will be provided at the reception. Enjoy music by "The Sweet Sensations," "Joe and Joan" and choral classes from Bowie Elementary.

Proceeds from all aspects of the Christmas Tour Of Homes will benefit the Multi-Sensory Learning Center at Presbyterian Church. Funds will be used to provide scholarships to clients with dyslexia.

Event Information:

What: Altrusa's 53rd Annual Christmas Tour of Homes

When: Sunday December 3 2 pm - 5 pm

Where: Reception at Bank Of America; tour is self guided, map furnished

Tickets: \$10. Adults, under 6 FREE, available day of event at the homes or at Bank Of America; advance tickets at Greenville Floral, Herald-Banner or through any Altrusan

Website: www.geocities.com/altrusagvl for more information

Phone: call 903-455-XXXX

Sample Photo Sheet:



Altrusa Logo



Altrusa of Ourtown President, Jane Doe



Students at Multi-Sensory recipient of Home Tour proceeds.



The Smith's Home On the Christmas Tour Of Homes



Dairy Manor Bed & Breakfast, on the Christmas Tour of Homes



Quilts and Crafts and Gifts Galore



Build A Wreath has been added this year

For digital formats of these photos:
Contact Jane Doe at jdoe@aol.com
Or see the enclosed CD

Sample News Releases

Sample News Release - Literacy

Contact: (name:phone) Altrusa International, Inc. of _____

ALTRUSA CELEBRATES LITERACY
...or... Altrusans (read, collect, etc.) for Literacy

Altrusa International, Inc. of _____ is observing National Literacy Month this September in a very (fun, unique, entertaining, etc.) way.

(Details of event: On date, time at location , activity.)

You can be part of this by (donating, bringing, attending, etc.) .

Altrusa of _____ is years old and best known locally for _____ . Founded in 1917, Altrusa International, urges its clubs to serve their community with at least one literacy project and other projects as needed.

Sample News Release - Book Box

Contact: (name:phone) Altrusa International, Inc. of _____

WHAT'S THE BIG A?

They're popping up all over the place. If there's an Altrusa Club in a town, you're likely to see a big A in a high traffic location. Just what is it, you may ask? Well, it's an "Altrusa Book Collection Box" or A-B-C as the Altrusans call it.

In case you haven't noticed we have one in (town) at the (location). It is used to collect (new or new and gently used, children's, etc.) books. The Altrusa International, Inc. club of _____ monitors the box and empties it. Books are then distributed (to _____).

In observation of "National Literacy Month" this September, Altrusa of _____ is asking you to help fill the box again and again. (details of special collection or distribution effort in September).

(insert details of your partnership with the store where box is located)

Altrusa of _____ is years old and is best known for _____ . Founded in 1917 Altrusa International urges its clubs to serve their community with at least one literacy project. The ABC box has been adopted by many Altrusa clubs and is only one of the many ways Altrusa serves its communities.

Sample News Release - Add An Altrusan Day or Membership Roundup

For Immediate Release <or for release on _____date_____
Contact: (name:phone) _____ Altrusa International, Inc. of _____

ALTRUSA CLUB IS GROWING

____(town)____ Altrusans are excited about Altrusa and want to increase their membership. President, (name)____ says " (quote about Altrusa)____. To find out more about joining this fun, service-oriented club you can (call, come to, or visit website etc.)_____

Altrusa's most recent project was (description of fund-raiser or service project)____
 (brief description of results and benefits of project)_____.

Altrusa of (town)_____ is _____ years old; these (number)____ members are just a few of approximately 12,000 Altrusans worldwide who dedicate themselves to providing needed services to their communities through volunteer activities, financial support and providing leadership development for its members. Altrusa began in 1917 in Nashville, Tennessee and is considered the first women's service organization. You'll find they love to have fun while doing good deeds!

Public Service Announcements (PSA's)

Following are the scripts for the "Altrusa Audio" CD provided in the Workbook for each club. Each announcement has space for you to add a tag, which is the information for your specific contact or event.

ALTRUSA Membership - "Pass It On " :60 seconds

Radio: (music fades, announcer up) Altrusa, a local women's club do many good things for our community, including literacy projects. They're accepting new members, if interested, contact Susie Smith at The Floral Shop.

Sfx: (phone dialing)

Voice 1 Janet, I just heard that Susie Smith and her Altrusa club need help reading books and doing good things at the Floral Shop. Sounds like fun, pass the word.

Voice 2 OK, talk to you soon, goodbye. Beth that was Janet she says that Altrusa do-gooder club of Susie Smith's is having a fun flower party at the bookstore. Hey, lets pass it on.

Voice 3 Look, there's Michelle - Hey! Michelle! We're going to an Altrusa party at the Flower place, Come with us!

Tag: SEE HOW THINGS CHANGE AS THE WORD GET PASSED ON?
SO, THERE MIGHT BE ONLY A LITTLE TRUTH TO WHAT
YOU'VE HEARD ABOUT ALTRUSA. GET THE REAL FACTS,
CALL (name) _____ At (phone) _____
OR VISIT
ALTRUSA'S WEBSITE _____

ALTRUSA Service - "Volunteer"

:60 seconds

LOOKING FOR A WAY TO VOLUNTEER IN OUR COMMUNITY? NOT SURE WHERE TO TURN BECAUSE YOU DON'T KNOW FOR SURE WHERE OR WHO YOU WOULD LIKE TO HELP? LET ME OFFER A SOLUTION. THE ALTRUSA CLUB HELPS IN MANY WAYS, NOT JUST WITH CHILDREN, OR JUST WITH SENIORS, OR JUST LITERACY, BUT WITH A VARIETY OF PROJECTS. YOU MIGHT SEE THEM OUT READING TO CHILDREN, HELPING BUILD A HOUSE, CLEANING FLOWER BEDS, ENTERTAINING SENIORS, CONDUCTING A FOOD DRIVE OR HELPING WITH ALMOST ANYTHING THAT NEEDS TO BE DONE IN OUR TOWN. ALTRUSA'S MOTTO IS 'LEADERS IN SERVICE' AND THAT'S JUST WHAT THEY'VE BECOME. JOIN THEM AS THEY HAVE FUN WHILE HELPING LOTS OF PEOPLE IN OUR COMMUNITY.

TAG: TO LEARN MORE ABOUT YOUR LOCAL ALTRUSA CLUB AND HOW YOU CAN HELP OUR COMMUNITY, CONTACT

ALTRUSA Service - "Volunteer"

:30 second

IF YOU'RE LOOKING FOR A WAY TO VOLUNTEER IN OUR COMMUNITY, BUT NOT SURE WHERE TO TURN, LET ME OFFER A SOLUTION. THE ALTRUSA CLUB HELPS IN MANY WAYS, NOT JUST WITH CHILDREN, OR JUST WITH SENIORS, OR JUST LITERACY, BUT WITH A VARIETY OF PROJECTS. ALTRUSA'S MOTTO IS 'LEADERS IN SERVICE' AND THAT'S JUST WHAT THEY'VE BECOME. JOIN THEM AS THEY HAVE FUN WHILE HELPING LOTS OF PEOPLE IN OUR COMMUNITY.

TAG: CONTACT ALTRUSA AT _____

ALTRUSA Membership - "Do you know"

:60 seconds

Female 1 DO YOU KNOW ANY WOMEN WHO LIKE TO HAVE FUN? WHO WOULD LIKE TO GET TO KNOW SOME OF THE MOST IMPORTANT LADIES IN OUR TOWN WHILE HELPING WITH SOME GREAT PROJECTS?

Female 2 Well, yes, actually that sounds like something I might be interested in; and maybe Jane too. What are you talking about?

Female 1 I'M TALKING ABOUT ALTRUSA, I THINK OF IT AS MY OWN SISTERHOOD BECAUSE SOME OF MY BEST FRIENDS ARE ALTRUSANS. YOU SHOULD HAVE SEEN US LAST WEEK, WE HAD SO MUCH FUN! YOU KNOW, WE'RE ACCEPTING NEW MEMBERS. COME WITH ME TO LEARN ABOUT ALTRUSA.

Female 2 Sure, I'll come, but, tell me about the kinds of things you do and who is in the group, when you meet, (voice fades out) and what was so much fun, and ..

Tag: IF YOU'D LIKE TO KNOW MORE ABOUT ALTRUSA OF (town) _____ CALL (name) _____
At (phone) _____

ALTRUSA Membership - "Do you know"

:30 second

Female #1 KNOW ANY WOMEN WHO LIKE TO HAVE FUN? WHO WOULD LIKE TO KNOW SOME OF THE MOST IMPORTANT LADIES AROUND WHILE HELPING WITH GREAT PROJECTS?

Female 2 That sounds like something I'd like, maybe Jane too. What are you talking about?

Female 1 ALTRUSA! IT'S LIKE MY OWN SISTERHOOD, SOME OF MY BEST FRIENDS ARE ALTRUSANS. LAST WEEK WE HAD SO MUCH FUN! WE'RE ACCEPTING NEW MEMBERS, COME AND LEARN ABOUT ALTRUSA?

Female 2 OK, but tell me what you do, who's in it, (voice fades out) and what was so much fun, and ..

Tag: FOR ALTRUSA INFORMATION CALL (name) _____
_____ at (phone) _____

ALTRUSA Membership - "Do you know, company" :60 seconds

Voice 1 MS SMITH, DO WE HAVE ANY EMPLOYEES WHO LIKE TO HAVE FUN? WHO WOULD LIKE TO GET TO KNOW SOME OF THE MOST IMPORTANT LADIES IN OUR TOWN WHILE HELPING WITH SOME GREAT PROJECTS?

Ms Smith Well, you've just described Jane, and it sounds like me too. What are you talking about anyway?

Voice 1 I'M TALKING ABOUT ALTRUSA, IT'S A WOMEN'S SERVICE GROUP AND THEY'RE LOOKING FOR NEW MEMBES. YOU KNOW THAT OUR COMPANY URGES OUR EMPLOYEES TO BE INVOLVED IN A CIVIC GROUP, IN FACT WE MIGHT PAY THE DUES IF YOU BECOME AN ALTRUSA MEMBER.

Ms Smith So, you mean you'll **pay** for me to join a **fun** group of women and do good things! Sounds too good to be true!

Voice 1 NOT AT ALL, HERE'S THE BROCHURE. CHECK IT OUT THEN LET ME KNOW WHAT YOU AND JANE THINK ABOUT ALTRUSA.

Tag: IF YOU'D LIKE TO KNOW MORE ABOUT ALTRUSA OF (town) _____ CALL (name) _____ At _____

ALTRUSA Membership - "Do you know, company" :30 seconds

Voice 1 MS SMITH, DO WE HAVE ANY EMPLOYEES WHO LIKE TO HAVE FUN WHILE HELPING WITH COMMUNITY PROJECTS?

Ms Smith Sounds like Jane and me, what are you talking about?

Voice 1 ALTRUSA, A WOMEN'S SERVICE GROUP LOOKING FOR NEW MEMBERS. OUR COMPANY LIKES EMPLOYEES TO BE INVOLVED IN CIVIC GROUPS, AND MAY PAY ALTRUSA DUES.

Ms Smith So, you'll **pay** for me to join a **fun** group!?

Voice 1 HERE'S THE BROCHURE, LET ME KNOW WHAT HAPPENS.

Tag: FOR MORE ABOUT ALTRUSA OF (town) _____ CALL (name) _____ At (phone) _____

ALTRUSA Fund raiser - "At It Again"

:30 seconds

THOSE ALTRUSANS ARE AT IT AGAIN. IT TAKES MONEY TO
DO ALL THE GREAT THINGS THEY DO FOR OUR COMMUNITY,
AND BOY DO THEY KNOW HOW. LIKE THIS 'FUN' FUND
RAISER

(music continues over tag)

Tag (info about event) _____

for 60-second version continue music bed and add longer tag

DISTRICT NINE INFORMATION

VISION STATEMENT

Altrusans providing leadership and service to communities throughout Texas.

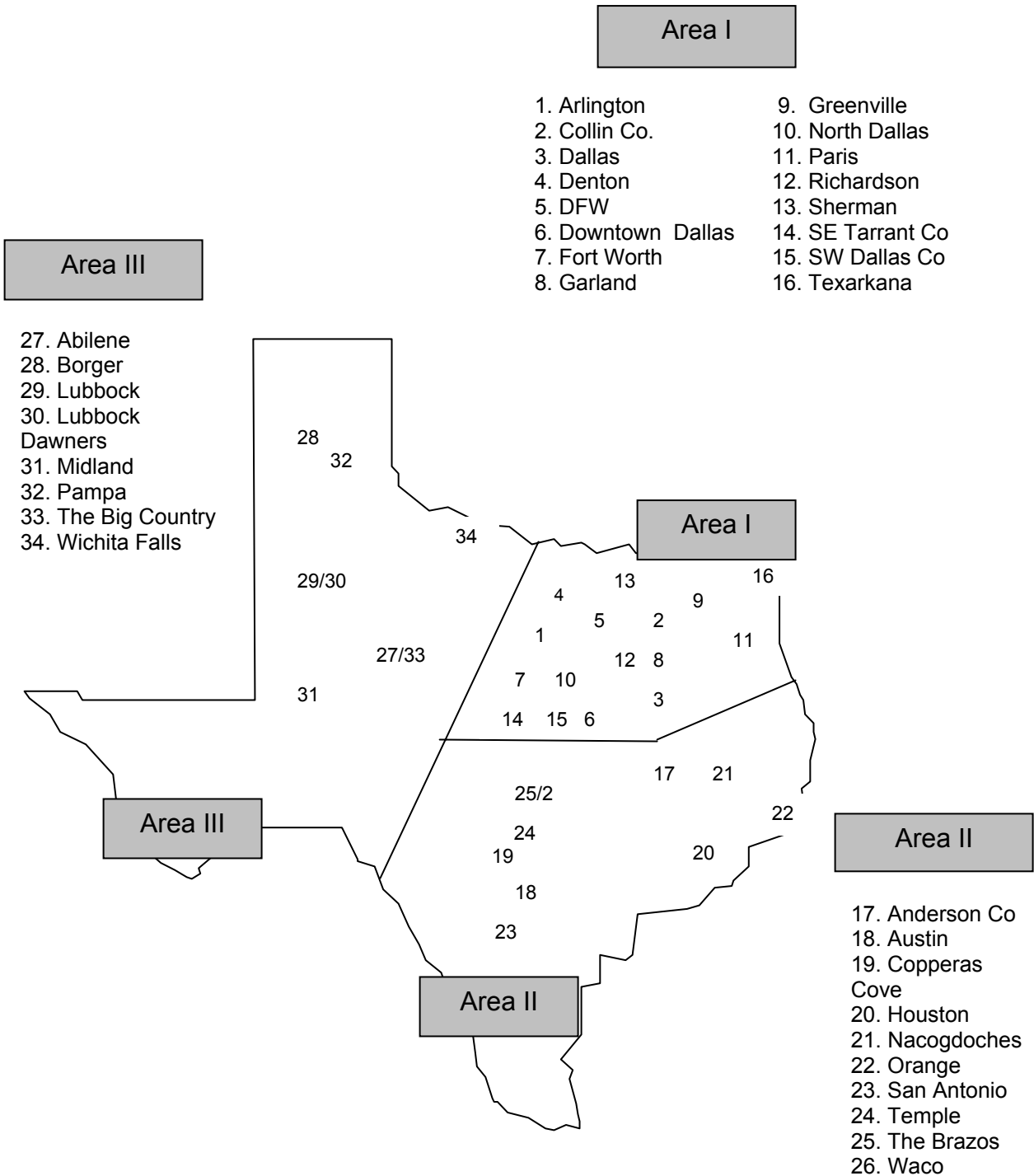
Adopted March, 2001

MISSION STATEMENT

District Nine, Altrusa International, Inc. provides guidance in leadership development and direction for membership growth; promotes club service projects, and the strengthening of activities that will enhance the Altrusa image throughout the District.

Adopted March, 2001

DISTRICT NINE BOUNDARIES



District Goals

2005-2007 Biennium Goals

Service

- Encourage all clubs in District Nine to submit entries for each International Award: Mamie L. Bass Service, Letha H. Brown literacy, Dr. Nina Fay Calhoun International Relations.
- Encourage every club to evaluate their service projects annually.
- Increase the number of ASTRA clubs by two.
- Encourage all clubs to participate in Make A Difference Day.
- Encourage all clubs to have an ABC Book box in place by 2009.

Membership Growth

- Research areas in Texas where extension and New Club Building might be successful with the hope of adding 3 new clubs by 2009.
- Encourage clubs under charter to reach charter strength, and reward them with a Party Box to celebrate this accomplishment.
- Encourage members to look at the world around them through “Altrusa Glasses” reaching out to those in view, to increase membership by 10%.

Image

- Develop and implement a plan to “get the word out” about Altrusa across Texas.
- Encourage every Altrusan to develop an “Altrusa Elevator Speech” to use when telling others about Altrusa.
- Encourage clubs to submit news stories to local publications, media outlets, and News of Mighty Ninth.
- Encourage clubs to find a fundraiser or project that their community will associate/identify with Altrusa.

Member Benefits

- Continue to include at least one personal/professional growth session at District Conference or Fall Event.
- Continue to find and utilize more efficient and cost effective methods in all areas.

Organization

- Encourage each club in District Nine to develop and implement, or to continue to implement and monitor its strategic plan.
- Encourage club presidents to share the information received in their president’s mailing with club members.

District Awards and Reports for 2006-2007

As we face another year-end in Altrusa, all clubs in District Nine are encouraged to submit entries for awards for service projects, literacy projects and international relations projects. Send your entries to the appropriate committee chairmen by the end of the Altrusa year, May 31, 2007. The entries will be judged and awards presented at the 2008 Conference in Richardson, Texas. Besides an opportunity to win a little cash, sharing your projects enriches the district by helping other clubs get ideas to enhance their own local projects, thereby providing better service to their communities.

A **Club Activity Report** should be submitted by EVERY CLUB. This report summarizes the year your club just completed, and can be used as a planning tool for the coming year. If you have not received a form, you may print one off the District website: www.altrusadistrictnine.org under Forms. Your District Program Chair must prepare a report for International using your Club Activity Report, so please send yours to:

LaVone Arthur
604 Tiffany Trail
Richardson, TX 77081

Deadline: May 31, 2007

Distinguished Club Awards are also given based on the **Club Activity Report**. Please send a copy to International if you would like to be considered for judging. Many clubs in District Nine have had the distinction of being named a Distinguished Club – some many times.

Send to:

Altrusa International
332 South Michigan Ave., Suite 1223
Chicago, IL 60604

Deadline: May 31, 2007

Mamie L. Bass Service Awards are given to clubs for outstanding community service projects. Winners of District are submitted to International for competition. The application form has been mailed to presidents by International, and a form is also included in the District Nine President's notebook or available online at www.altrusa.com under Awards.

Mail three signed copies of your entry to:

Terry Lechler, 2007-2009 Mamie L. Bass Coordinator
3807 Green Point
Waco, TX 76710

Deadline: June 1, 2007

Letha H. Brown/Governor's Literacy Awards are given to clubs with outstanding literacy projects. Winners of the District Awards are submitted to International for competition. The application form has been mailed to presidents by International, and a form is also included in the District Nine President's notebook or is available online at www.altrusa.com under Awards. Send three signed copies of your entry to:

Cheryl Russell, 2007-2009 Literacy Coordinator
719 Wildwood Dr.
Nacogdoches, TX 75961

Deadline: June 1, 2007

Dr. Nina Fay Calhoun International Relations Awards are given for projects and programs featuring International relations. The entry form has been sent to the club president by International or is available in the District Nine President's notebook or online at www.altrusa.com under Awards.

Send three signed copies of your entry to:

Angela Clark, 2007-2009 International Relations Coordinator
1511 Bentwood Dr.
Iowa Park, TX 76367

Deadline: June 1, 2007

The Edith DeBusk President's Award recognizes outstanding club presidents and their leadership during their term of office. Entry is a copy of the President's annual report that is given to the club in May PLUS a copy of the Club Activity Report. A cover sheet and information is available on the District website at www.altrusadistrictnine.org under Forms. Three signed copies should be sent to:

Carolyn Rash, Immediate Past Governor
2113 Windy Ridge
Garland, TX 75044

Deadline: June 1, 2007

Yearbook Competition recognizes outstanding club yearbooks. Send three copies to:

Sharon Tramonte, 2007-2009 Yearbook Coordinator
5673 Verbena
San Antonio, TX 78240

Deadline: June 1, 2007

For **Newsletter Competition**, three (3) entire sets (a whole year's worth) of newsletters should be submitted at the end of the club year to the District Newsletter Coordinator. Clubs may submit either 3 sets of printed newsletters or 3 CDs (one complete year on each) in either PDF or Word format. Mail entries to:

Mimi Tanner, 2007-2009 Newsletter Coordinator
2926 N. St. Andrews Dr.
Richardson, TX 75082

Deadline: June 1, 2007

Perfect Attendance Awards are given to individual members whose names have been submitted to the District Secretary indicating that they have attained Perfect Attendance during the club year. Send to:

Beth Miller, 2007-2009 District Secretary
P O Box 401
Lefors, TX 79054

Deadline: July 1, 2007

Information Guide

A great deal of information can be found on the District and International websites. We encourage everyone to utilize both websites as they can be an invaluable tool for all clubs and all members.

The following information can be found in your club's President Workbook or by visiting the District Nine website at www.altrusadistrictnine.org :

- District Vision Statement
- District Mission Statement
- District Goals
- District Nine Boundaries

The information listed below can be found in your club's President Workbook or by visiting the International website at www.altrusa.com :

To find the following go to the website and click on the *Login* link:

- International Officers & Special Appointees
- International Committee Chairs
- International Foundation Board of Directors
- International Districts

To find the following go to the website and click on the *Club Locations* link:

- Clubs by District

District Nine Officers 2007 - 2009

Governor:

Brenda Tucker, Pampa
1800 N. Russell
Pampa, TX 79065
H 806-669-2739
W 806-669-3333 F 806-669-2111
Email: brenda_nine@yahoo.com
dbtucker@cableone.net

Governor-Elect Nominee:

Kathy Folley, Temple
908 Mesquite Hollow Place
Round Rock, TX 78664
H: 512-334-9037 M: 512-695-6381
W: 254-207-6302 F: 254-207-6714
Email: folleyk@wilsonart.com
e-folleyjr@austin.rr.com

First Vice-Governor Nominee:

LaVone Arthur, Downtown Dallas
604 Tiffany Trail
Richardson, TX 75081
H: 972-231-4542
W: 214-820-3291 F: 214-820-4056
Email: ineal@baylorhealth.edu

Second Vice-Governor Nominee:

Beth McPherson, Dallas
3708 Roussillon
Carrollton, TX 75007
H: 214-535-7104
W: 972-580-2590
Email: bethelene@tx.rr.com

Treasurer Nominees:

Kathleen Myers, The Brazos
971 Elm Lake Road
Riesel, TX 76682
H: 254-875-2551
Email: kathleen@potbellypigpets.com

Bonnie Perry, Richardson
1904 Marquette Drive
Richardson, TX 75081
H: 972-231-4386
W: 214-636-1310
Email: bnperry@aol.com

Director Nominees:

Jan Lavender, Texarkana
36 Knotty Pine Place
Texarkana, TX 75503
H: 903-838-7348
W: 903-838-6256 F: 903-838-8348
Email: lucylav@cableone.net

Jodi Picardat, Austin

9135 Spinning Leaf Cove
Austin, TX 78735-1470
H: 512-328-6926 M: 512-627-2910
Email: jodipicardat@austin.rr.com

Noemi Ruth Rios, SW Dallas County

3833 Kiest Meadow Drive
Dallas, TX 75233
H: 214-339-7307
Email: rios183@aol.com

Laura Trainor, Garland

2208 Overview Lane
Garland, TX 75044
H: 972-414-3261
W: 972-494-6537
Email: lauratrainer@verizon.net

Parliamentarian:

Martha Hardwick Hofmeister, Downtown Dallas
61 Downs Lake Circle
Dallas, TX 75230
H 972-726-8232
W 214-780-1400 F 214-780-1401
Email: mhardwick@shacklaw.net

Secretary:

Beth Miller, Pampa
P. O. Box 401
Lefors, TX 79054
H 806-835-2804
W 806-663-5328
Email: kbmiller@centramedia.net

Program Team 2007 - 2009

Program Coordinator

LaVone Arthur, Downtown Dallas
604 Tiffany Trail
Richardson, TX 75081
H 972-231-4542
W 214-820-3291 F 214-820-4056
Email: ineal@baylorhealth.edu

BRR Committee:

CHAIR: Martha Hardwick Hofmeister
Downtown Dallas
61 Downs Lake Circle
Dallas, TX 75230
H 972-726-8232 M 214-597-5031
W 972-490-1400 F 972-490-1650
Email: mhardwick@shacklaw.net

Belva Gibson, Denton

3939 Teasley, #130
Denton, TX 76210
H 940-484-0948 M 940-594-7809
W 940-591-3621 F 940-484-0948
Email: gib3939@verizon.net

Frances Maloney, Dallas

5534 Walnut Hill Lane
Dallas, TX 75229
H 214-750-4730
F 214-987-1843
Email: fjmaloney@worldnet.att.net

Finances/Fundraising Committee:

CHAIR: Mary Pearson, Temple
3802 Chisholm Trail
Temple, TX 76504
H 254-770-1236
M 254-718-4789
Email: marybp@sbcglobal.net

Judie Ridley, The Brazos

112 Foxview Dr
Waco, TX 76708
H 254-756-5182
M 254-716-4951
B 254-299-8535 F 254-299-8778
Email: jridley@mclennan.edu

Finance Committee

CHAIR: Kathleen Myers,
The Brazos
971 Elm Lake Road
Riesel, TX 76682
H: 254-875-2551
Email: kathleen@potbellypigpets.com

Or

CHAIR: Bonnie Perry, Richardson
1904 Marquette Drive
Richardson, TX 75081
H: 972-231-4683
W: 214-636-1310 F: 214-480-0125
Email: bnperry@aol.com

Leigh Fikes, SETCER

220 Lemontree
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H 972-274-0861 M 214-668-3383
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Carol Haberman Knight-Sheen, Past Governor
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Email: carolh.knightsheen@sbcglobal.net
Phone: 512-828-5660 Birthday: 9/20

Martha Jane McGee, Past Governor 1972-74
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Phone: 361-882-3020 Birthday: 3/14

Virginia Morriss, Past Governor 1978-80
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Sherman, TX 75090
Email:
Phone: 903-893-2527 (?) Birthday: 12/28

Geraldine Eidson, Past Governor 1980-82
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Ft. Worth, TX 76116
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Phone: 817-737-6188 Birthday: 5/17

Sue Powell, Past Governor 1982-84
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Fran McDonald, Past Governor 1988-90
District Nine, Altrusa International, Inc.
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Betty Lawson, Past Governor 1990-92
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Sandra Smith, Past Governor 1992-94
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Linda Nichols, Past Governor 1994-97
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Debbie Mabry, Past Governor 1997-99
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Peggy Sturrock, Past Governor 1999-2001
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Mary Osentowski, Past Governor 2001-03
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Martha Hardwick Hofmeister, Past Gov 2003-05
District Nine, Altrusa International, Inc.
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Carolyn Rash, Past Governor 2005-07
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Past Governors, no longer members – address info may be incorrect:

*Marjorie Cave, Past Governor 1974-76 **
District Nine, Altrusa International, Inc.
Irving, TX

Email:

Phone:

Birthday: 7/7

*Fayrene Biro, Past Governor 1976-78 **

District Nine, Altrusa International, Inc.

1108 West 24th

Odessa, TX 79761

Email:

Phone:

Birthday: 11/22

Glyndene Shelton-Seitz, Past Governor 1984-86

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Birthday: 2/7

*Linnette Scagliola, Past Governor 1986-88 **

District Nine, Altrusa International, Inc.

415 Mantooth

Lufkin, TX 75904

Email:

Phone: 936-634-7836

Birthday: 8/15

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No E-mails

Virginia Morriss, Past Governor 1978-80

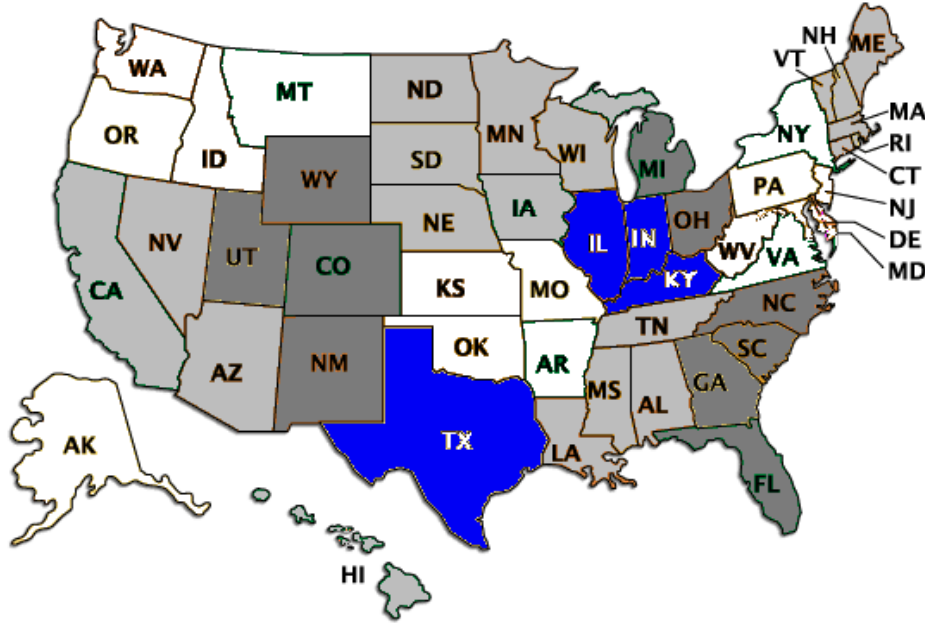
Geraldine Eidson, Past Governor 1980-82

Fran McDonald, Past Governor 1988-90

List in Date Order

1968-1970	Judge Carol Haberman Knight-Sheen, San Antonio
1972-1974	Martha Jane McGee, Corpus Christi
1978-1980	Virginia Morriss, Sherman
1980-1982	Geraldine Eidson, Fort Worth
1982-1984	Sue Powell, Dallas
1988-1990	Fran McDonald, Fort Worth
1990-1992	Betty Lawson, Dallas
1992-1994	Sandra Smith, Arlington
1994-1997	Linda Nichols, Austin
1997-1999	Debbie Mabry, Temple
1999-2001	Peggy Sturrock, Abilene
2001-2003	Mary Osentowski, Richardson
2003-2005	Martha Hardwick Hofmeister, Downtown Dallas
2005-2007	Carolyn Rash, Dallas

INTERNATIONAL INFORMATION - DISTRICTS



DISTRICT ONE – Connecticut, Delaware, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, Bermuda, Quebec

DISTRICT TWO – Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, West Virginia

DISTRICT THREE – Florida, Georgia, North Carolina, South Carolina

DISTRICT FOUR – Alabama, Louisiana, Mississippi, Tennessee

DISTRICT FIVE – Michigan, Ohio

DISTRICT SIX – Kentucky, Illinois, Indiana

DISTRICT SEVEN – Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Manitoba

DISTRICT EIGHT – Arkansas, Kansas, Missouri, Oklahoma

DISTRICT NINE – Texas

DISTRICT TEN – Colorado, New Mexico, Utah, Wyoming

DISTRICT ELEVEN – Arizona, California, Nevada

DISTRICT TWELVE – Idaho, Montana, Oregon, Washington, Alberta, British Columbia

DISTRICT FOURTEEN – Puerto Rico

DISTRICT FIFTEEN – Australia (?), New Zealand

CLUBS-AT-LARGE – Chile (?), Dominican Republic (?), Ecuador (?), El Salvador (?), England, Ireland, Guatemala, Korea (?), India, Mexico (?), Northern Ireland (?), Philippines (?), Russia, Scotland, Ukraine

? – indicates countries where Altrusa has had clubs, but none are listed in the club directory