

Category: NEWSLETTERS

1. A club newsletter is one of the most important communication tools for your members. (Truth)
2. Copies of your newsletter should always be mailed or e-mailed to the International office. (Lie)
Copies should be sent to District Governor and other District Board Members
3. For newsletter competition you should send five printed copies of each newsletter for the past club year. (Lie)
You should send three copies (printed or on CD) to the newsletter coordinator by May 31st.
4. You could use your newsletter in local waiting rooms as a means of outreach or to attract new members. (Truth)
Tip: you might want to edit these copies for full names, phone numbers, etc. that you don't want out to the general public.
5. A newsletter must be a minimum of six pages and must contain all information listed in the judging criteria. (Lie)
You can start a newsletter with a simple one-page sheet about your club activities; you do not have to submit newsletters to district competition; however, if you do, it should then contain all information listed in the judging criteria.
6. You should never include personal information about members in your newsletter. (Lie)
Including member's biography or quick facts about them is a great way to get to know each other, however use caution when distributing them if you include personal information (see question #4)

Category: YEARBOOKS

1. There are two Altrusa prayers, which should be included in your yearbook. (Lie)
There are three prayers: Grace, Benediction and Collect
2. The official Altrusa colors are Blue and White. (Truth)
3. The Altrusa motto should be included in your yearbook; it is: "Patriotism, Efficiency and Service". (Lie)
The word and is not part of the motto: "Patriotism, Efficiency, Service" is correct.

4. Yearbooks should include the dates for: District Conference, International Convention and your local club meetings. (Truth)
5. According to yearbook judging criteria, the front cover should state the official name of the club, including city and state. (Lie)
The clubs country should also be included.
6. To help find information in the yearbook, it's a good idea to include a Table of Contents. (Truth)

Category: WEBSITES

1. For the new biennium, every Altrusa club in District Nine will be required to have a club website. (Lie)
Clubs are urged to have a website, however it is not a requirement.
2. To have a club website you must spend money and have a website professional to create and update your site. (Lie)
Website don't have to cost any money and they are surprisingly easy to create and update even for the inexperienced.
3. A club website is a good tool for recruiting members. (Truth)
Prospects can view a website to learn your club activities and answer many of their questions about Altrusa in general. Be sure to steer them to the District and International websites too.
4. If you have a website your domain name (or website address) can be anything you want. (Lie)
If you want a particular domain name (or website address) a 'domain name registration service' can help you determine if the name is being used, if not, you can then register it or an annual fee.
5. District Nine offers clubs without their own website space on the District website to post their information. (Truth)
To access this free service, contact Paula Amschler, District website coordinator
6. One of the most important considerations of creating a club website is content. (Truth)
Note: before starting consider the purpose of your website, then include the appropriate information.

Category: PUBLICITY / PUBLIC RELATIONS

1. Simply put, public relations, is putting forth an image to the public; with this in mind, portraying a good image of Altrusa is the job of every Altrusa member. (Truth)
2. Altrusa membership is by invitation; we don't want the public to know about us because they might want to become Altrusans.(Lie)
For too long, Altrusa has been the best-kept secret around; we need to increase our membership to survive. It's important we get the word out about Altrusa and it's many benefits.
3. Altrusans should have a short 'elevator speech' about Altrusa in their mind. (Truth)
We need to be prepared to tell what Altrusa is and why it's important to us in a very short time (10-seconds). Think about it so you are prepared when the opportunity arises.
4. A communication committee should designate a member to be in charge of Publicity, this person should cultivate a relationship with area newspapers, radio stations, cable provider, and Chamber of Commerce personnel. (Truth)
These contacts will be important for news items and promoting our fund-raisers, service projects, membership drives, and events.
5. Area fairs and expos are of no benefit to Altrusa. (Lie)
These events allow us to reach many people on a one-to-one basis; they can be a good way to promote our events and recruit members. You'll want to offer brochures, promotional items, display your Altrusa banner and be prepared to talk about Altrusa. And, remember to ask for the 'non-profit' rate for booth space!
6. Clubs don't need a photographer. (Lie)
Photos can be used for news items, newsletters, websites, district newsletters, scrapbooks and displays. It's a good idea to appoint several 'official' photographers, so you'll have photos of all major events.

Truth or Lie?

An Altrusa Communications Game



April 2007 District Nine Conference
Communications Workshop

To Play The Game: Divide participants into teams, have them make up clever names for their team. Ask questions and keep score of correct answers. You can offer them a choice of questions from categories or not. Award the winning team a bag of "Smartee" candies, optionally you can give other team a bag of "Dum Dums".