

# THE ALTRUSA COMPASS



VOLUME 3, ISSUE 1

## FROM THE PRESIDENT'S DESK

Where has time gone? We started producing this issue of the Compass at the beginning of June and here we are in mid-August and we are finally getting it out, so this will be a double issue. In my June message I spoke about favorite time in the Altrusa calendar; District Conference Season! A great opportunity to share ideas and connect with members of other Clubs. This year I was excited that some members also attended other District's Conferences; it's fun to see how each District is unique in the way it conducts its annual conference. As in past years, it was my pleasure to attend three conferences this year. I met wonderful Altrusans and reconnected with old friends. I've been inspired by the dedication, the work, and the achievement of the members. I hope that you all had the opportunity to attend your District Conferences.

With conferences behind us we move into our new club year, taking stock, deciding what projects we want to continue (or drop), discussing new projects, and scheduling our activities for the year ahead. Remember as you make your plans to include a succession plan for your club; not only for those on your Board of Directors, but also for those who are in charge of your projects and fundraisers. As you plan, make sure that at least two people are involved in your events, and have information on contacts with event venues, access to files... Unforeseen events may create tremendous problems if your club is not prepared for such eventualities as the illness of one of your leaders, or something that causes them to step down. Prepare your members for leadership, it doesn't take long, and make sure that they know they are not alone and will not be shouldering all the responsibilities of their office alone. Encourage your members to attend workshops and conferences where leadership training is provided. Hold new member orientations and refresher sessions for long time members, we all tend to forget the rules at times, you and they will be better for it.

Altrusa is working on membership growth; we have Membership Goals for growth and retention that I hope we will be able to reach. With the 100<sup>th</sup> Anniversary in 2017, I hope that we may will reach 10,000 members. Remember to invite friends and family, and even strangers, to participate in your service projects; it is a sure way to attract them as members or supporters – either way it's a win-win for both. Social Media is a terrific way of attracting new members too. The excitement coming out of District Conferences is electrifying, Facebook is full of District and Club postings; share your accomplishments.

In July the Board of Directors held their annual meeting at the same time as you Districts' Governors Elect were receiving their training, led by Leadership Chair and Co-chair, Bev Herzog and Beth Blair. It was a very intense few days for everyone involved. Following the meeting I had the opportunity to spend a couple of days at the International Office; while there, I found a box of historical records that was to be sent to the Altrusa Archives at Ball State University. Reading through the materials I was in awe of the women who founded our great Organization. We were an organization to be reckoned with; we not only were builders of women bu an organization that attracted women pioneers who wanted to make a difference in the lives of others. I found articles about Altrusa and its work on the War effort, inspirational writings such as the Altrusa Principles were our guide; we made ourselves noticed! Let's regain the spirit of our founders and those who followed, let's make our Altrusa swoosh as recognizable as the Nike one!

A big thank you to our International Communications Chair, Nancy Minter for helping us get this issue of the Compass out!

In Altrusa Service,

Silvia D. Silverman, President

SPRING-SUMMER 2016



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Tanto las versiones en español e inglés de este boletín se pueden encontrar en línea en [http://members.altrusa.org/Publications/Altrusa\\_Compass.aspx](http://members.altrusa.org/Publications/Altrusa_Compass.aspx)

## CENTENNIAL CELEBRATIONS: ARE YOU READY FOR APRIL 11, 2017?

On this special day Altrusa will celebrate 100 years of service to our communities. Your Centennial Celebrations Task Force is working on tools to help our Clubs and Districts celebrate this special occasion. These can be found in the Centennial Celebrations Tool Kit on our International website under Publications (<http://members.altrusa.org/Publications/CentennialCelebrationsToolkit.aspx>). Currently the following resources can be found in the tool kit:

- 100 Centennial Celebration Ideas ■ Ideas for Club Exhibits ■ Altrusa Centennial Quiz ■
- Historical materials including Aspirations of an Altrusan, The Key to Altrusa, Principles of Altrusa ■
- Centennial Power Point (as presented at Conferences) ■ Sample Press Release and Sample Proclamation ■
- Centennial Logo 100 for 100 Challenge materials ■

More resources are being added all the time and we are working on Spanish and French translations of materials as well. Also keep an eye out for a Centennial update in future issues of the Compass.

### Centennial Project: 100 for 100 Challenge

The Centennial Celebrations Task Force is proud to announce our Centennial Project “100 for 100”. It is based on the premise of running a marathon - not doing it all at once but rather by running a mile or two each day until you have completed the distance. “100 for 100” is a challenge that is open for all members, clubs and districts. The challenges start on June 1, 2016 and end on May 31, 2017.

- Member Challenge – Complete 100 hours of community service through either Altrusa projects or through other community service completed while wearing your Altrusa pin or Altrusa logo.
- Club Challenge – Donate at least 100 books in your community.
- District Challenge – Recruit 100 new Altrusans.

Clubs have been sent details on how to register for the challenge and a copy of the Member Challenge Log Sheet to help you track your service hours. Information on the challenge can also be found in the Centennial Tool Kit.

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## ALTRUSANS PULL TOGETHER

On May 25<sup>th</sup> everything changed for Salina, KS Altrusa member Janet Whitehair and her husband Tom. They were in the basement of their ranch style home north of Abilene, KS when an F4 tornado struck destroying practically everything they own. Tom is a farmer and all but one piece of equipment was totaled. 7 other neighbors lost everything and 20+ other homes had heavy damaged. They basically had the clothes on their back and Janet's car as it was in the shop. A few things have been found, as family and friends and even strangers have walked the fields.

Catholic Charities was on the scene the next morning to help the Abilene residents. I applied for a \$1,000 grant for Catholic Charities from the International Foundation, and the grant was awarded. In addition, we had calls and emails of support for Janet from all around our Altrusa family, not just our local club. Our club members supplied some basic necessities for Janet and Tom. We also want to give a huge THANK YOU to Gillen Allen and Altrusa International of Dallas, TX who sent give cards and a check, Judi Sorensen, Governor of District Eleven who sent a contribution and Tammy Boyd and Altrusa of Richmond, VA who sent a gift card and check.

Yes, Altrusa is a family and when one is hurting, we pull together.

Brenda R. Smith, Governor  
#Altrusacares





## Patriotism



MRS. MAMIE L. BASS.

“Plunged in the midst of a world war, surrounded by industrial conditions such as the world has never dreamed of, with the face of business entirely changed in every aspect, with the position of women such as unheard of before, we stand in this convention as sponsors of a great women’s movement which is unlike any women movement ever before put forth. It is only the shallow thinker who is not convinced that organization is the only tool worth using in these days when great needs exist. The individual is valuable to society only as she harnesses her energy to those of her associates who work with the same high ideals and noble purposes as she also has glimpsed and moves on without thought of self to a high goal of helping society. Alone our sphere is limited. Organized we spread over the earth.

Patriotism is the first word emblazoned on our insignia. Patriotism of course means love of country and love always has meant and always will mean sacrifice of the lower for the higher things. Has country ever meant more to us than now? Our country is engaged upon the side of right and justice in this great world war which means the saving of all we hold dear, yes, even of decency from the filthy hands of indecency. There is something here and now as well as over there that you and I can do to help win this great war. It is no time to rail at our government because it has not enfranchised us. It is no time to rail at the inefficiency of men. It is a time to be worthy of our high calling of Altrusans and to rise in our might and do well whatsoever our hands find to do and to do it cheerfully and to do it quickly!”

Address of Mamie L. Bass at the first annual convention of the  
National Altrusa Institute held on July 22, 1918  
at the Claypool Hotel, Indianapolis Indiana  
*Indianapolis News* June 22, 1918 page 2

## Want to engage our members? *Go Live on Facebook!*

You can now broadcast to the largest audience in the world with the camera in your pocket. It's easy. All you need is a strong signal is recommended before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection.

### Have engaging conversations with your followers and reach new audiences in new ways -

People love watching video on Facebook. While your current fans will be able to keep up here and in News Feed, the experience will help new followers discover you too.

### You have the advantage of being able to connect instantly.

Your followers can receive notifications when you go live so they know to tune in to your broadcasts at just the right time.

Live broadcasts with a 90-minute time limit, let people, Groups & Pages share live video with their followers and friends on Facebook and are available to all Pages, Groups and profiles on Facebook apps for iOS (iPhone), and, Android.

After the broadcast, the video is published to the Page, Group or profile so that fans and friends who missed it can watch at a later time. The broadcaster can remove the video post at any time, just like any other post.

The videos will appear in News Feed and on the broadcaster's Page or profile while they are live. Once a broadcast has ended, live videos are eligible to show up everywhere that other videos appear.

People can discover live videos right in News Feed. To get notified when certain a broadcaster goes live, tap the "Live Subscribe" button on the top of a live video to get notified when that person or Page goes live again. People who frequently engage with or have recently interacted with a person or Page going Live may receive a notification.

**With Facebook Live, you have the ability to make an immediate personal connection with your audience. Below are a few ideas and tips for going Live.**

#### BASIC LIVE Q&A

- Make an announcement. Let your Friends and Fans know when you're broadcasting.
- While you wait for questions, introduce the topic(s) that you want to discuss. See what's trending on Facebook to find topics.
- Tell viewers when you're about to take the final two questions so they know your Live video will end soon.
- Consider doing Q&As at a consistent day or time to create a tune-in habit.
- Ask for questions or topic ideas in advance through all of your social media accounts.
- Do an activity while answering questions. Invite friends to join, cook, play a game, etc.

**FLY ON THE WALL** Provide the audience with an inside look at your day-to-day life.

- TRAINING
- PROJECT

#### CREATE YOUR OWN LIVE SERIES

- INSTANT ANALYSIS
- PRESS CONFERENCE
- THE BIG INTERVIEW
- MEET MY PEOPLE
- CHALLENGE
- MASTER CLASS/DEMO

If you want to learn more about HOW visit the Facebook Blog: <http://newsroom.fb.com/news/2016/04/introducing-new-ways-to-create-share-and-discover-live-video-on-facebook/>

Here are some examples: <https://media.fb.com/2015/03/09/emma-watson-celebrates-international-womens-day-on-facebook-live/>

<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fwww.facebook.com%2Fjanegoodall%2Fvideos%2F10153924168952171%2F&display=popup&ref=plugin&src=video>

<https://www.facebook.com/sharer/sharer.php?u=https%3A%2F%2Fwww.facebook.com%2Fmarthastewart%2Fvideos%2F10153965672981289%2F&display=popup&ref=plugin&src=video>

## Looking for a great way to show off your club?

From the International Communications Committee

International has got you covered!! Have you visited the official Altrusa Idea Showcase?

Simply put...the Idea Showcase is a great place to visit when you are stirring up ideas for your next project or fundraiser! Not only can you see what other Altrusa clubs are working on, but you can also see how great Altrusa looks across the world while doing it!

If you've done any work with artists or creatives, then you know they often have "Idea Files" they peruse to stimulate their thinking, and to help them create color schemes, images ideas, or even just concepts to develop.

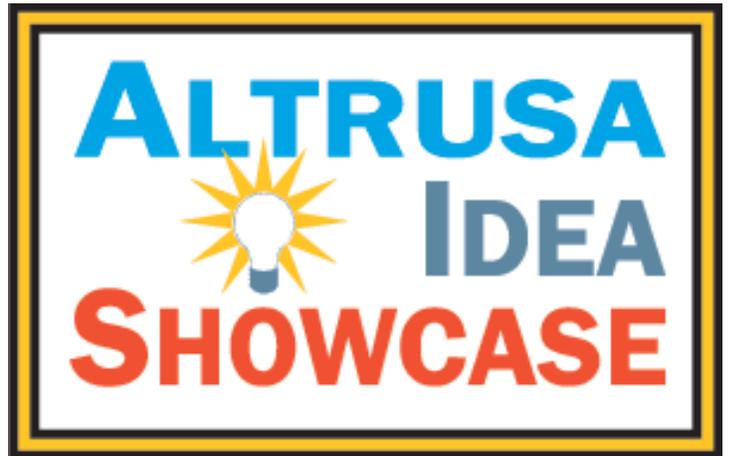
That is where the Idea Showcase comes in. Altrusa International has a place on the internet that serves absolutely no purpose EXCEPT to showcase the variety of ideas our clubs have utilized to promote Altrusa! Maybe it's a new fundraiser. Maybe it's a special literacy event. Maybe it is nothing but a club promotion to encourage new members to check Altrusa out! Now these ideas can be found in one place just to share with all of you! You've got to admit, that's a pretty great purpose for this site!

Altrusa will be celebrating our Centennial this next year. Just think of how many ideas and concepts that have just disappeared over the years. If Altrusa keeps building the Showcase....can you imagine what we will see ten, even twenty years from now?

What will you find? Perhaps you really like the artwork a club is using for an Astra flyer. Maybe your club likes it enough to show to your artwork person, and give your project a similar type of look! Or, contact the club with the art, and find out if they are able to share the art with your club. Perhaps they can't (there are rules about this sort of thing), but it doesn't hurt anything to check. As you know, no one is better at sharing than another Altrusan!

The strength of Altrusa has always been that while individually, we are mostly small clubs. But together, we are one large and awesome organization! The Idea Showcase is just another tool we can all use to help each other, rather than reinventing the wheel from scratch.

Altrusa will be celebrating our Centennial this next year. Just think of how many ideas and concepts that have disappeared over the years. If Altrusa keeps building this new Showcase....won't it be amazing to see it ten,



even twenty years from now? Think of all of those ideas out there globally, just waiting for us!!

So....what's next?

Come and visit, browse through the files. Perhaps your club has something they have done that you think brought a nice shine to Altrusa. Email it to [altrusashowcase@yahoo.com](mailto:altrusashowcase@yahoo.com), and make it part of our showcase! Would you like to see a presentation that was shown at the last International Convention? Then visit <https://youtu.be/ICFwy4Qlx5Q> to see a short and sweet powerpoint on the Showcase.

Or....take a little stroll on the world wide web to: [www.flickr.com/ideashowcase](http://www.flickr.com/ideashowcase) and enjoy looking at the various images. If you click on the tab that says ALBUMS, you can view the images by district.

Or...log onto our International website. Go to the Marketing Toolkit – and click on the Idea Showcase! It's just that easy! Give it a try!

As with anything just starting out, the showcase is only as good as Altrusa makes it. (and it's already pretty darn good!) Come on over....check out how good Altrusa looks!!

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 <b>Altrusa International Foundation, Inc.</b> <b>Grants Program - Spring 2016 Cycle</b>			
District	Altrusa Club	Project	Grant Awarded
One	Greater Biddeford, ME	Trifecta	\$500.00
One	Greater Hartford, CT	Futsal League for Urban Girls	\$500.00
Two	Centre County, PA	Big Brothers Big Sisters Partnership	\$900.00
Three	Statesboro, GA	Books for Backpack Buddies	\$500.00
Three	Atlanta, GA	Books for Kids	\$1,000.00
Four	Fort Payne-DeKalb, AL	Little Red Caboose	\$500.00
Four	Clarksville, TN	Altrusa Nourishment-4 Community	\$1,000.00
Five	Branch County, MI	Teen Share Roofing and Windows	\$2,000.00
Five	Columbus, OH	Saving Lives in Mali	\$2,000.00
Five	Xenia, OH	Let's Read	\$1,500.00
Six	Springfield, IL	Altrusa Hugs	\$1,500.00
Seven	Freemont, NE	Birthday Cakes and Cards	\$450.00
Seven	Door County, WI	Back to School Fair	\$1,500.00
Seven	Brookings, SD	Dakota Prairies Library Books	\$500.00
Eight	Fayetteville, AR	TUGS+	\$600.00
Eight	Poplar Bluff, MO	No One Fights Alone! Altrusa Cares!	\$1,500.00
Nine	San Antonio, TX	Red Rover Two	\$1,000.00
Nine	SW Dallas County, TX	Giving Birth to Reading	\$1,000.00
Nine	Austin, TX	Foster Angels Teen Book Nook	\$1,500.00
Eleven	Santa Maria, CA	Family Literacy Program	\$2,000.00
Eleven	Anaheim, CA	Cops for Kids	\$1,500.00
Twelve	Albany, OR	KidsShop	\$1,000.00
Fifteen	Ashburton Canterbury, NZ	Community House Mid Canterbury	\$500.00
<b>TOTAL</b>			<b>\$25,010.00</b>

*Thank you Altrusa Clubs for applying to the Altrusa International Foundation Grants Program in 2015-2016!*

The scope of community service provided by your projects are admirable and we are thankful to be part of your work.

The Foundation Board of Trustees and Grants Committee worked to fund as many Altrusa Clubs as possible last year.

Between the fall 2015 and spring 2016 Grants Program cycles, twelve districts were represented, and a total of \$74,955 was distributed among 52 different service projects.

**Remember the fall 2016 grant application deadline is September 15, 2016.** Please [click here](#) and login for guidelines and details.



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