

2025-12-06 Super Saturday Training: Your Leadership Journey

Membership Growth & Engagement Meeting Summary

Saturday Dec 6, 09:30a-11:35a CST

Quick recap

The group explored strategies for membership growth and engagement, including recruitment methods, virtual club options, and ways to improve member retention through orientation and communication efforts. The discussion covered various engagement activities and communication tools, with an emphasis on building connections, utilizing technology, and maintaining active participation among members.

Next steps

- ☐ Kimberly: Update the District Nine website homepage with information and application links for the **Lone Star Texas Virtual Club**, including dual membership details and payment options.
- ☐ Mary: Ensure the **Virtual Club application** is available on the District Nine website and direct applicants to PayPal (or other payment options) at the end of the application.
- ☐ Everyone: For clubs with dual members or those interested in the virtual club, ensure members are aware of the process and forms required for **dual/non-primary membership**.
- ☐ Everyone: Review and streamline their **membership onboarding and approval process** to ensure new members are approved and dues processed within 3-7 days of application.
- ☐ Everyone: Assign especially engaged members to **recruitment roles** and ensure personal follow-up with every prospect and new member.
- ☐ Everyone: Check and monitor the **"join us" link on their website and social media** for inquiries and respond promptly to interested prospects.
- ☐ Everyone: Reach out to **former members** to maintain contact and invite them to re-engage with the club.
- ☐ Everyone: **Conduct exit interviews** with non-renewing members to gather feedback for club-wide improvements.

- ☐ Everyone: Develop and implement a **first-year questionnaire** to evaluate orientation and mentoring effectiveness, and involve new members in improving next year's plan.
- ☐ Everyone: Track **committee involvement** and participation, and use data for club-wide improvements.
- ☐ Everyone: **Organize and conduct new member orientation** and, where possible, **assign mentors** (e.g., past presidents) to new members.
- ☐ Everyone: **Update club materials** (newsletters, yearbooks, brochures, impact cards, etc.) regularly and ensure they are organized and accessible to new members (digitally or in print).
- ☐ Everyone: Consider implementing a "**sophomore siblings**" or similar program to provide extra support and engagement for new members in their first year.
- ☐ Everyone: **Send letters and cards** of encouragement, condolences, and birthday greetings to members to foster personal connection.
- ☐ Everyone: Evaluate what is working and what isn't in club engagement, and **host informal sessions** (e.g., Saturday sessions with lunch) to **gather member feedback** and ideas.
- ☐ Everyone: **Train members** how to use the international and district websites for self-service information.
- ☐ Everyone: Focus on improving **new member support** and implement at least one new engagement/support strategy in 2026.
- ☐ Everyone: **Update club communication methods** (e.g., newsletters, e-blasts, social media, GroupMe) to maximize engagement, with preference given to email and text as per member feedback.
- ☐ Everyone: **Increase networking and friendship-building time** before/after meetings and events, as identified by member feedback.
- ☐ Everyone: Consider implementing a **peer-recognized award** (e.g., traveling Altrusa thank-you teddy bear) to foster recognition from members to members, not just top-down.
- ☐ Everyone: Review and, if needed, **update club onboarding and orientation materials** to ensure clarity of roles, expectations, and meaningful involvement for new members.

- ☐ Everyone: **Schedule and promote upcoming social media and marketing trainings** (as referenced by kimberly – check out the January 2026 Social Media Super Saturday Training) and encourage club members to attend.
- ☐ Everyone: Encourage all members (not just committee chairs) to act as recruiters and **club ambassadors**, and share club information widely in the community.
- ☐ Everyone: Consider implementing or reinstating regular **"fun events"** (e.g., fifth Tuesday events, book swaps, themed parties) to boost engagement and social connection.
- ☐ Everyone: Review and, if needed, update the club's process for new member approval to **remove unnecessary barriers** and ensure prompt onboarding.
- ☐ Everyone: **Schedule and conduct reorientation sessions** for all members, not just new members, to re-engage and update the entire club.
- ☐ Everyone: **Brainstorm new service ideas** in small groups and match member talents to projects to increase meaningful involvement.
- ☐ Everyone: **Offer short "mini-sessions"** at meetings to familiarize members with committee roles and responsibilities.
- ☐ Julie Livingston: Share the PowerPoint tool for a basic guest event (editable slides) with Altrusa leadership for potential distribution to clubs.

Summary

Hello, and welcome to another edition of District Nine's Super Saturday Series: "Navigating Your Leadership Journey." We're so glad you're here!

Today's training topic is Membership—one of the most important foundations of our organization. We will be exploring both Membership Growth, led by Barb and Delaine, and Membership Engagement, led by Laura and Debbie.

And we are especially excited to announce the launch of District Nine's Virtual Club—a new and flexible way to participate in Altrusa service. This is a wonderful opportunity for those seeking connection, for those whose schedules require flexibility, and for those who want "Service That Fits Your Life."

Altrusa membership is truly a gift, and everyone on this training session has already received that gift. Today, we will explore how to share that gift with others—because there are so many future Altrusans out there who simply don't know it yet. They are waiting for the community, the purpose, and the service opportunities that Altrusa brings...and we are the ones who can offer it to them.

We will also discuss how we can enrich, cherish, and celebrate the members we already have. Membership is the biggest challenge for Altrusa clubs—and for nonprofits in general. We spend a great deal of time seeking new members, but we must also nurture the hundreds and thousands of Altrusans already giving their time, talent, and heart to service. Those relationships and friendships are the true strength of our organization.

I hope you leave today's session inspired—with new ideas to grow your club, engage your members, and perhaps even consider joining District Nine's new Virtual Club.

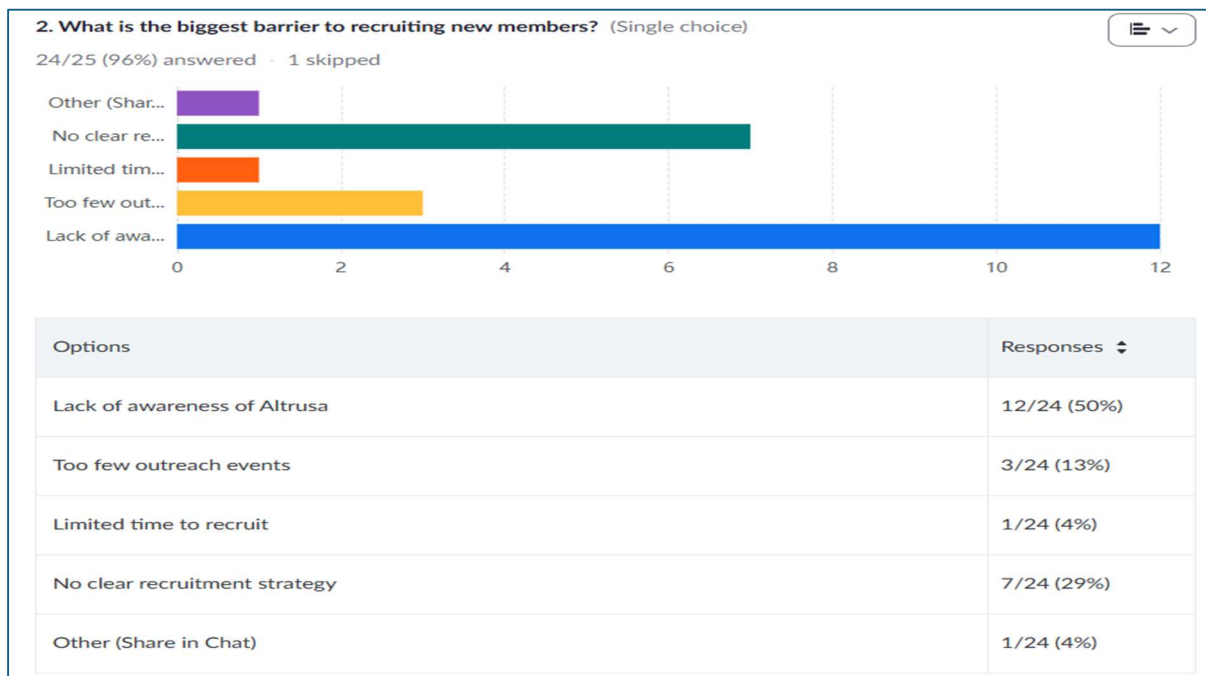
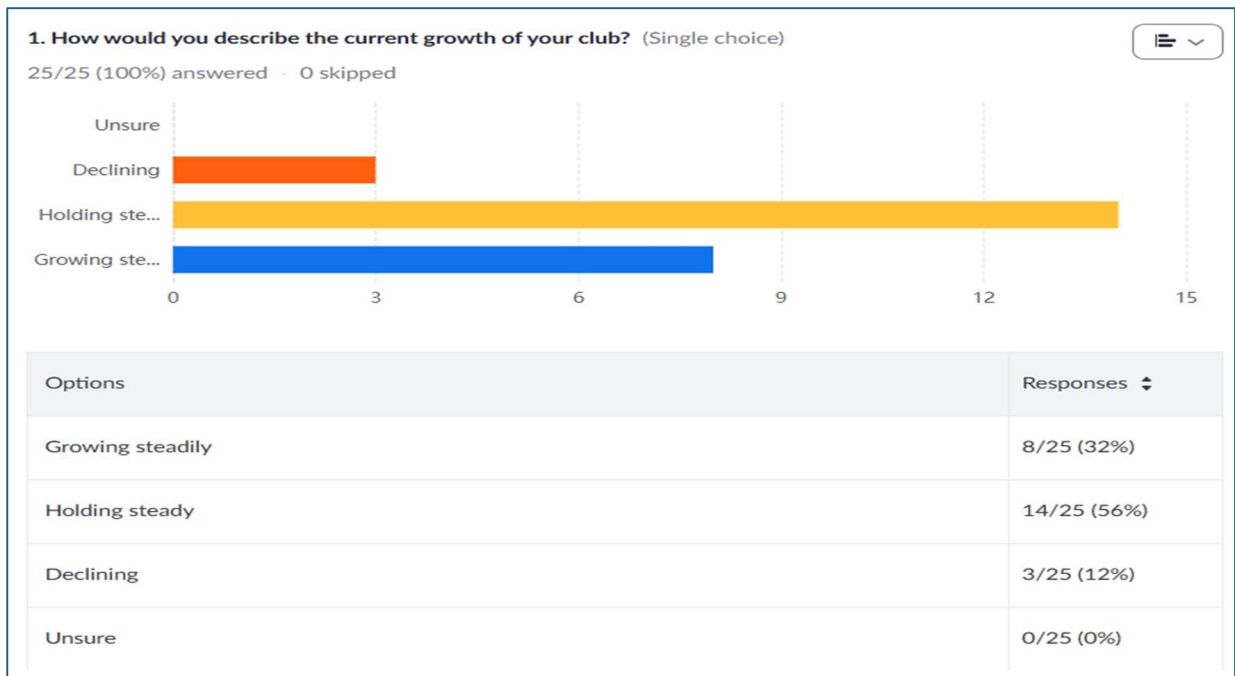
So, let's get started with our first activity...

Where in the world are you? Thank you all for joining us today!

Options	Responses 
Nine	20/26 (77%)
Twelve	3/26 (12%)
Eleven	1/26 (4%)
Six	1/26 (4%)
Five	1/26 (4%)

Altrusa Membership Growth Strategies

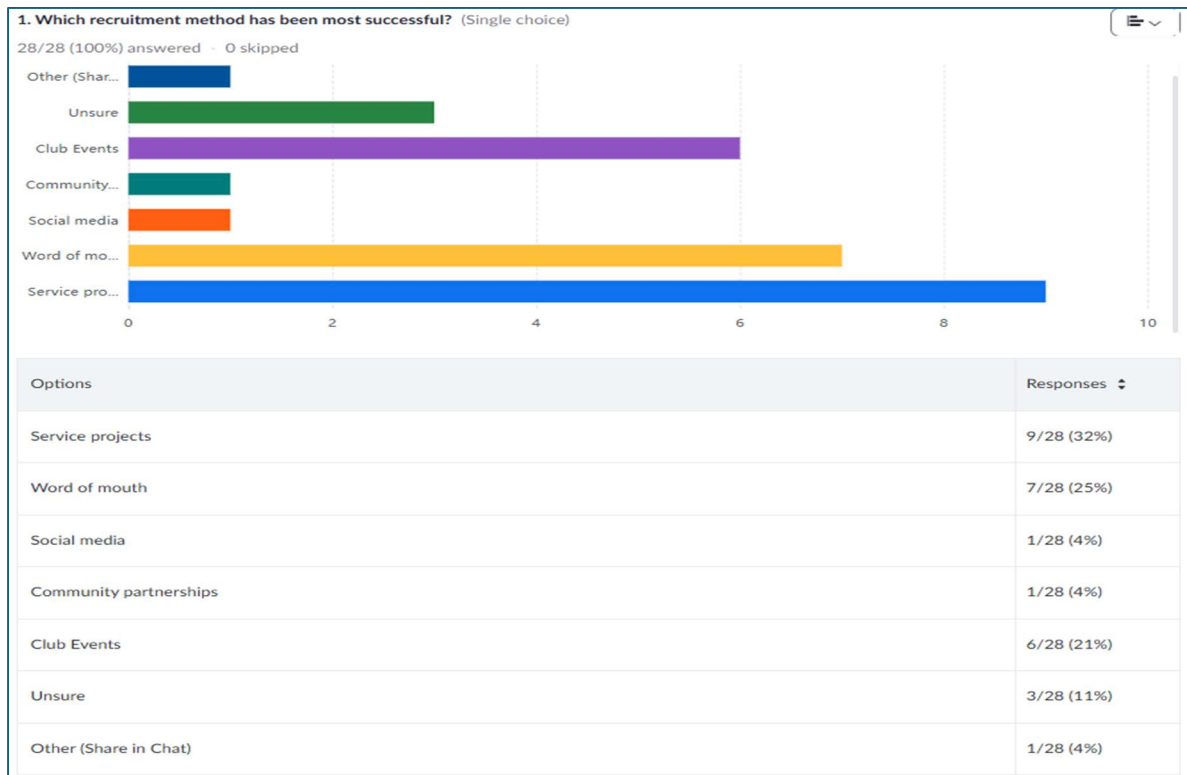
The meeting focused on membership growth and engagement strategies for Altrusa clubs. Delaine and Barb discussed the importance of recruiting new members and shared that 90% of current members have never invited someone to join, highlighting the need for more proactive recruitment efforts. Delaine introduced the "FRANK" method, which stands for friends, relatives, acquaintances, neighbors, and kids, as a way to systematically approach potential new members. The meeting emphasized the need to nurture existing members while actively seeking new ones, with a goal of doubling membership by encouraging each member to bring in one new member.

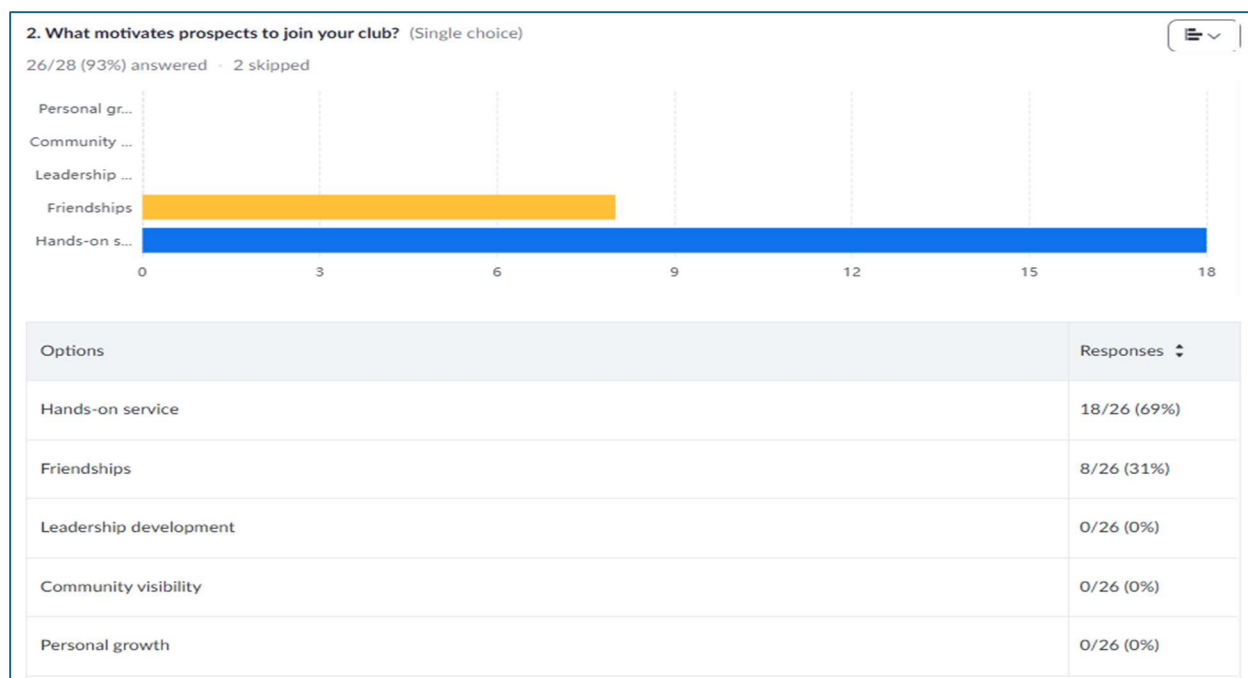


Altrusa Recruitment Process Improvements

The meeting focused on improving the recruitment process for new members in Altrusa clubs. Kimberly presented a flowchart outlining the membership journey, emphasizing the need to streamline and expedite the application and approval process to retain interested candidates. The group discussed successful recruitment methods, with service projects and word of mouth being the most effective, while hands-on service and friendships were

identified as key motivators for prospects to join. The importance of viewing a "no" as a temporary rejection rather than a personal one was also highlighted.



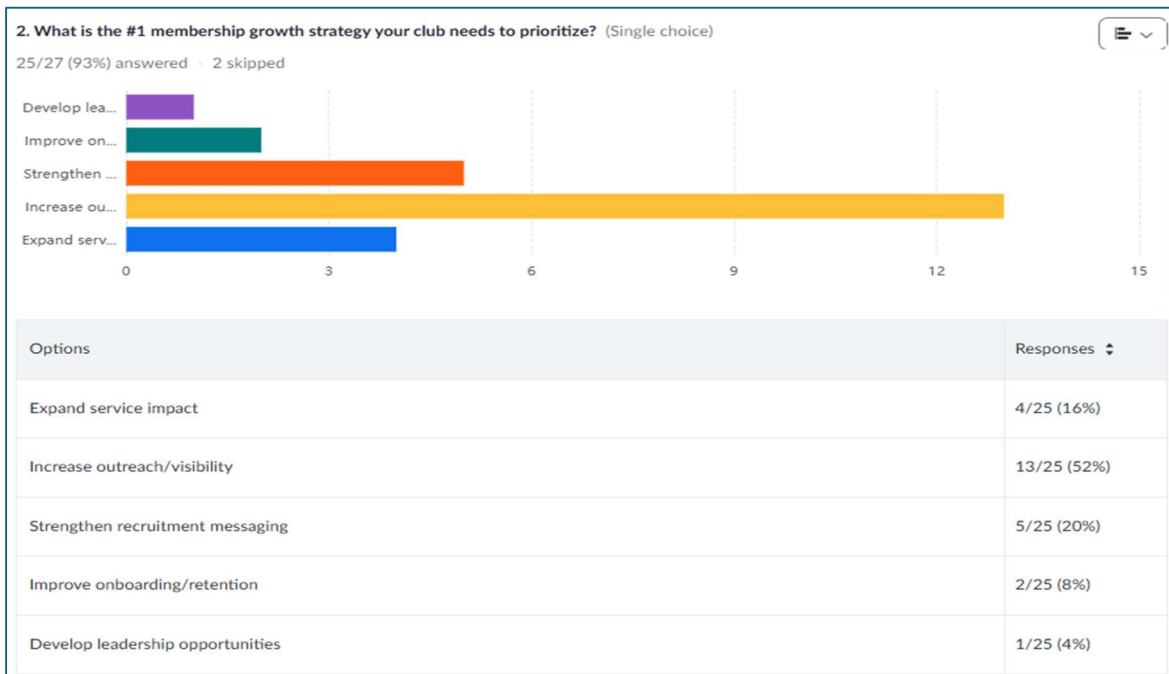
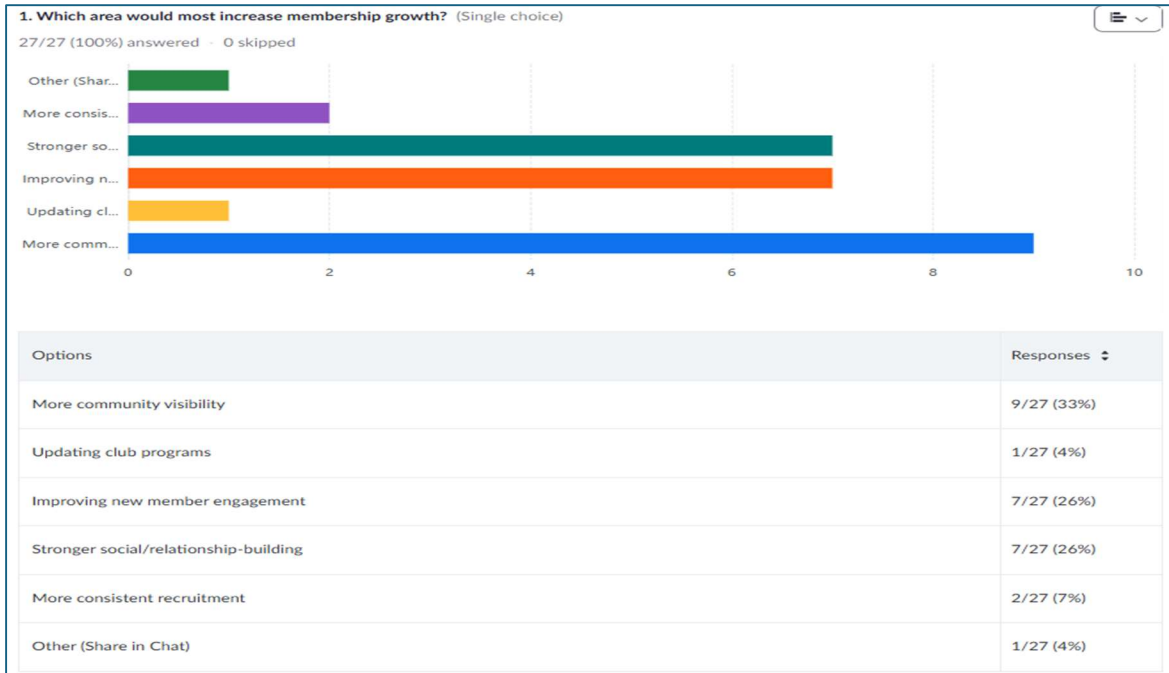


Recruitment Strategies and Engagement Tips

Barb shared strategies for recruitment and engagement, emphasizing the importance of social media presence and member involvement. She highlighted Pampa's success in bringing in new members through events and **personal follow-ups**. The group discussed the need for prompt responses to prospects and maintaining relationships with former members. Delaine stressed the importance of **assigning engaged members to recruitment roles** and **conducting exit interviews**. The conversation ended with a reminder to utilize member ideas for recruitment and a mention of a PowerPoint tool available for guest events (District Twelve – Julie Livingston to provide).

Online Engagement Strategies for Membership

Kimberly emphasized the importance of having online engagement portals on club websites to attract new members, noting that 65% of interested individuals who engaged online would not have been reached otherwise. She highlighted the need for clubs to increase community visibility, improve membership engagement, and strengthen recruitment efforts, with a focus on leadership opportunities to attract younger generations.



The discussion included strategies such as hosting membership teas, inviting prospects for one-on-one meetings, and leveraging tools like guest event PowerPoint slides. The session concluded with a reminder that every member has a role in increasing outreach and visibility to grow membership, with the goal of doubling membership through simple invitations.

Lone Star Texas Virtual Club Launch

Kimberly showcased a new membership recruitment opportunity and the launch of the **Lone Star Texas Virtual Club**. She emphasized the importance of removing barriers to membership and encouraged all members to be cheerleaders for Altrusa. The virtual club was introduced as a flexible option for busy professionals, travelers, and those without a local Altrusa club. “Service the fits your Life!” It will offer monthly virtual meetings, hybrid service projects, and opportunities for both local and state-wide impact. Current and former Altrusans, as well as dual members, are encouraged to join this innovative club.

Lone Star Texas Virtual Club Launch

The Lone Star Texas Virtual Club offers flexible participation options and dual membership opportunities. Kimberly explained the club's service projects, including community needs, international aid, and educational scholarships, and shared poll results indicating strong interest in joining the virtual club. Mary outlined the application and payment processes, emphasizing PayPal and credit card options for international members.

What is a “Dual” / “Non-Primary” Member?

In Altrusa, the term Dual Member and Non-Primary Member refer to the same concept.

Dual Member / Non-Primary Member: A member who holds membership in two Altrusa clubs at the same time.

- They have one Primary Club
- And one (or more) Non-Primary Clubs (also called “Dual Memberships”)

This option is used when someone wants to:

- ✓ Participate in multiple clubs
- ✓ Support a club in another city
- ✓ Maintain ties with their original club after moving
- ✓ Be active in both a traditional club and a virtual club

Dues are handled differently for the Primary and Non-Primary club:

Primary Member Pays:

- International dues
- District dues
- Local club dues

This is the club that counts the member for:

- Delegates at Conference
- Official membership reporting
- Awards that use membership numbers

Non-Primary (Dual) Member Pays ONLY:

- The **local club dues** for the secondary club
- NO international dues
- NO district dues

Because international & district dues are already paid through their primary club. Each club sets its own local dues, so the amount may vary.

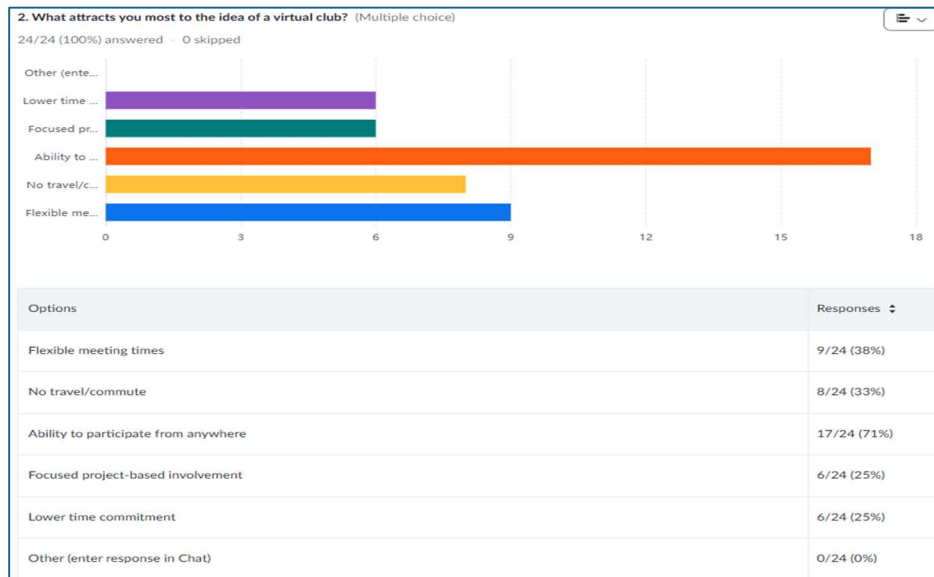
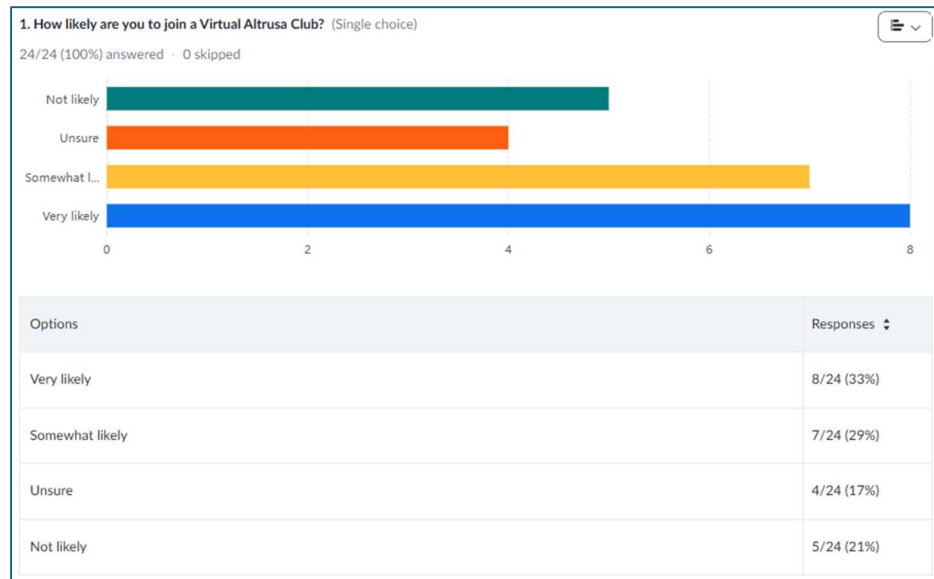
Who Can Join as a Dual Member? Anyone who is already:

- ✓ A current, active Altrusa member in good standing AND
- ✓ Approved for membership by the second club they want to join

Dual membership is always optional and requires:

- An expressed desire to join the second club
- Approval through that club's regular membership process

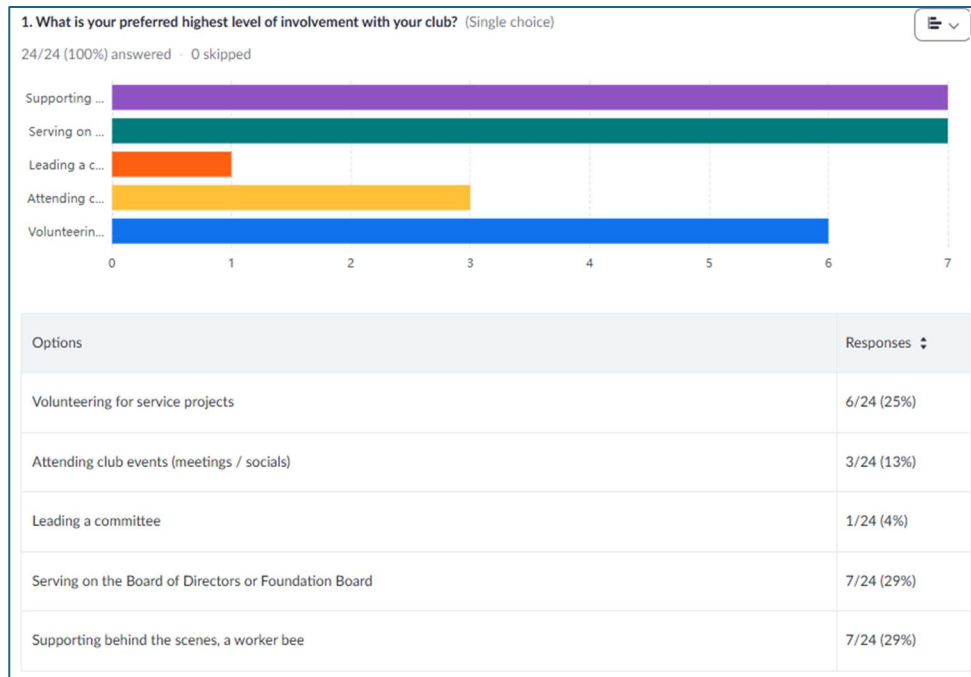
Debby Weber highlighted the prevalence of dual memberships in District Nine and explained the process for becoming a dual member. Kimberly wrapped up the conversation with an invitation for attendees to join the virtual club.



Altrusa Member Engagement Strategies

The meeting focused on member engagement and retention strategies for Altrusa clubs. Laura emphasized the importance of **new member orientation** and **assigning mentors** to help integrate new members into the club.

Membership Engagement #1

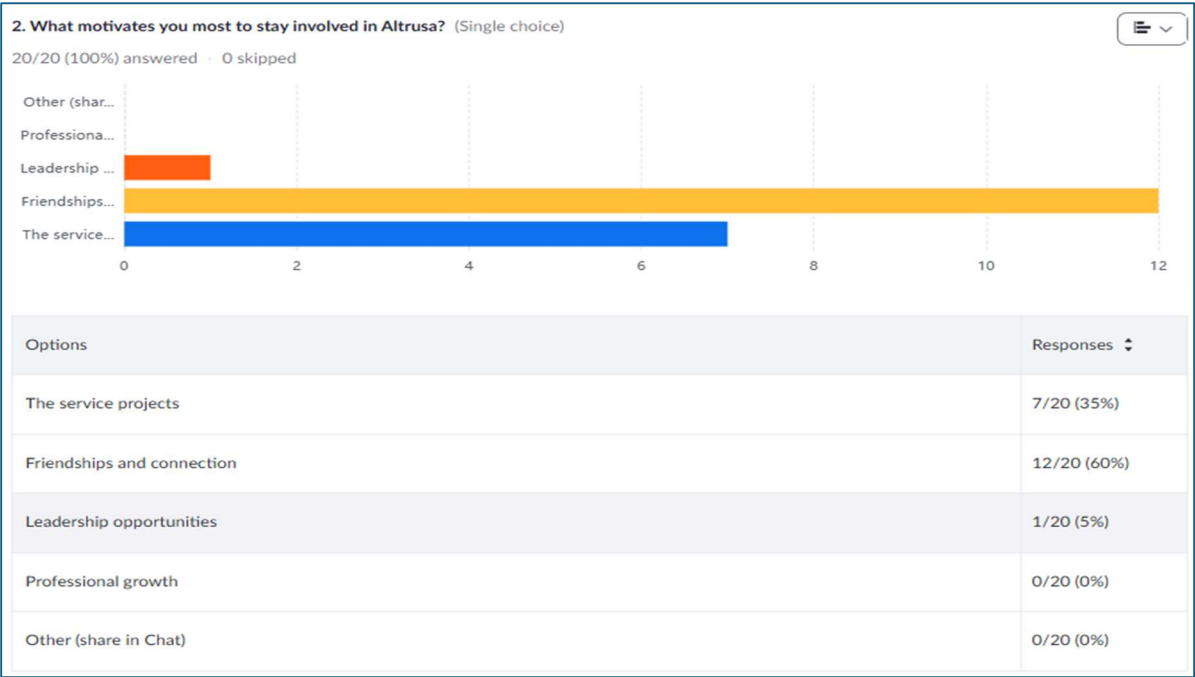


The group discussed the results of a poll on member involvement levels and motivations for staying engaged. They also covered best practices for maintaining updated club materials and utilizing Zoom meetings for larger gatherings. The meeting highlighted the need to value all members and focus on building connections and friendships within the club.

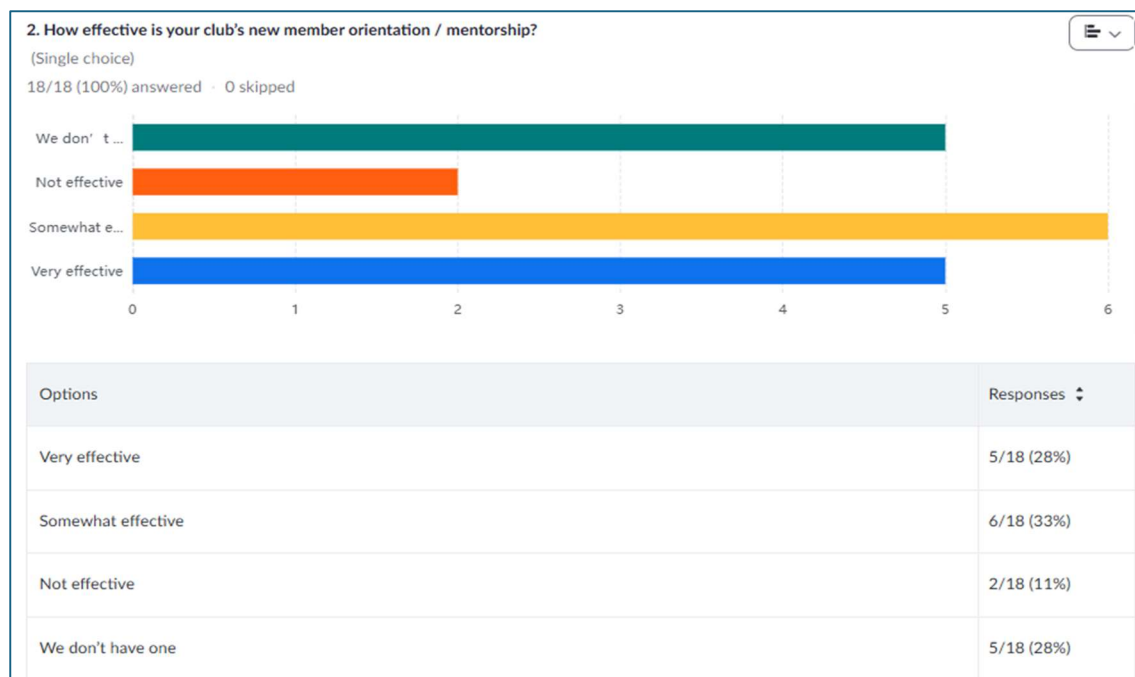
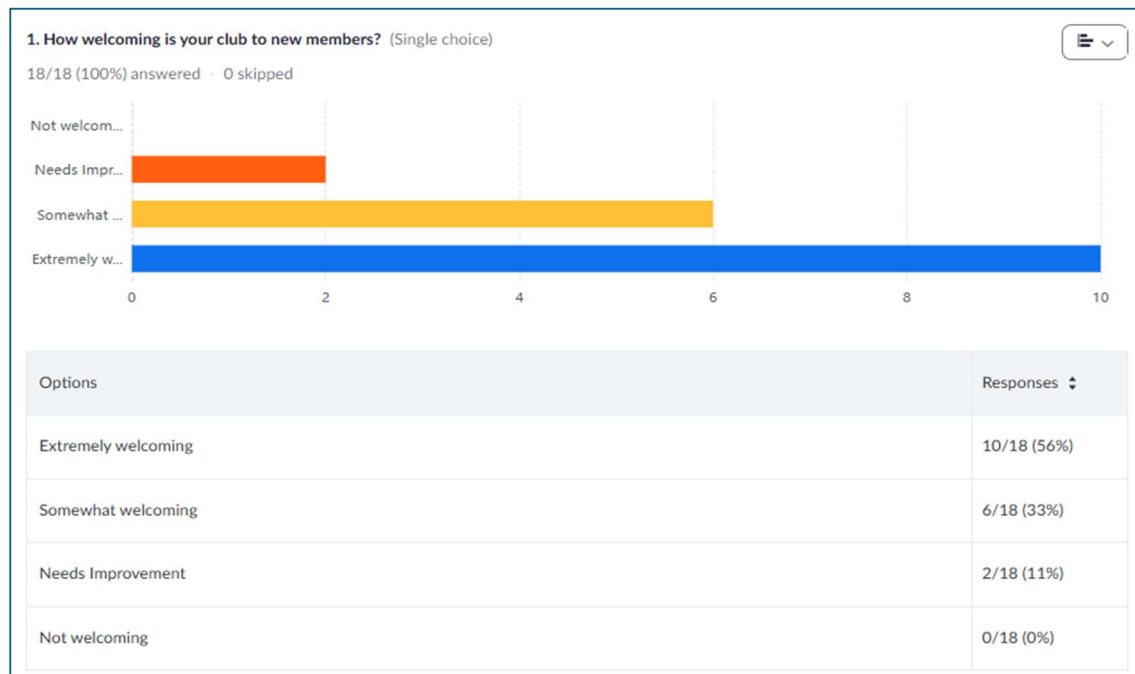
New Member Welcome Initiatives

Laura discussed the importance of **initiation ceremonies** and **welcoming new members**, emphasizing the role of the board of directors in making new members feel valued. She presented results from a poll on member welcoming and orientation effectiveness, noting that 56% of respondents felt their club was extremely welcoming and 28% found the orientation very effective.

Membership Engagement #2



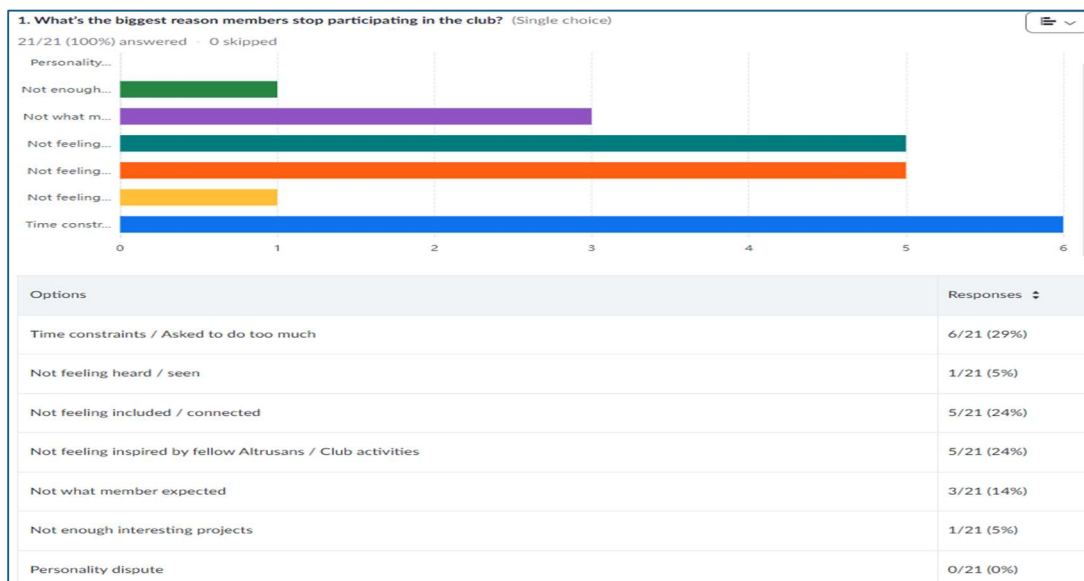
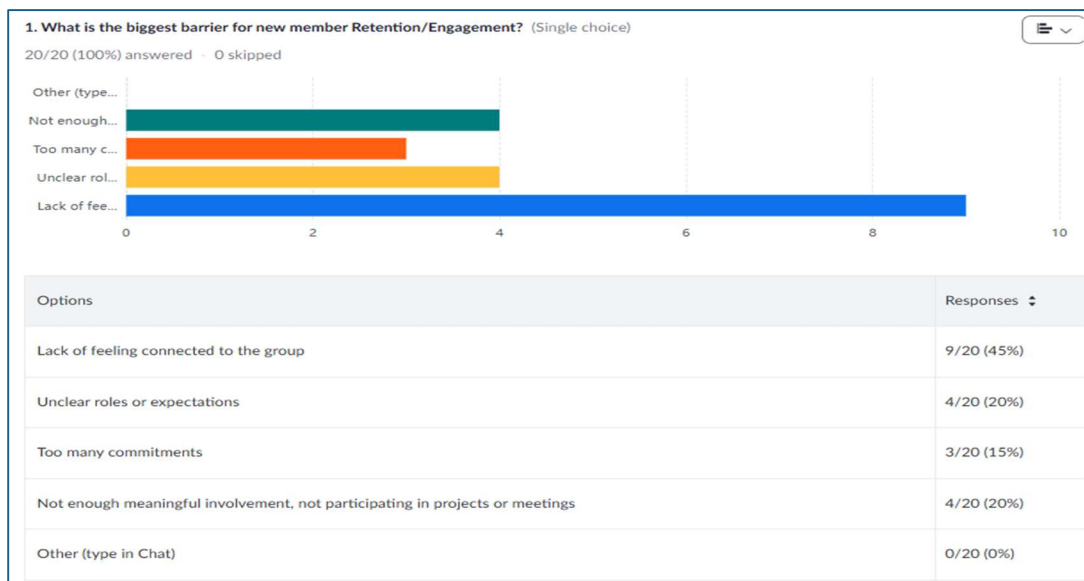
Membership Engagement #3



Laura also introduced the **Sophomore Siblings** concept, which groups new members who joined in the same year (combine years if needed) with a mentor, typically the Club President at the time they became an Altrusans. Have this committee be responsible for the Club's Make A Difference Day project. It gives them a known targeted project (4th Saturday in October, early in the club year) to call their own and discover hands-on “how”

Altrusa service projects come together: budgets, donations, timelines, resources (internal/external), and implementation. The Sophomore Siblings Committee can foster confidence, fellowship, and hands-on learning—empowering new members to explore Altrusa while meaningfully contributing to the club’s mission. Laura also discussed the importance of checklists for orientation, encouraging the creation of certificates, newsletters, and other new member materials. The conversation also explored a question about the biggest barrier to new member retention, Lack of feeling connected. This is within our ability to overcome!

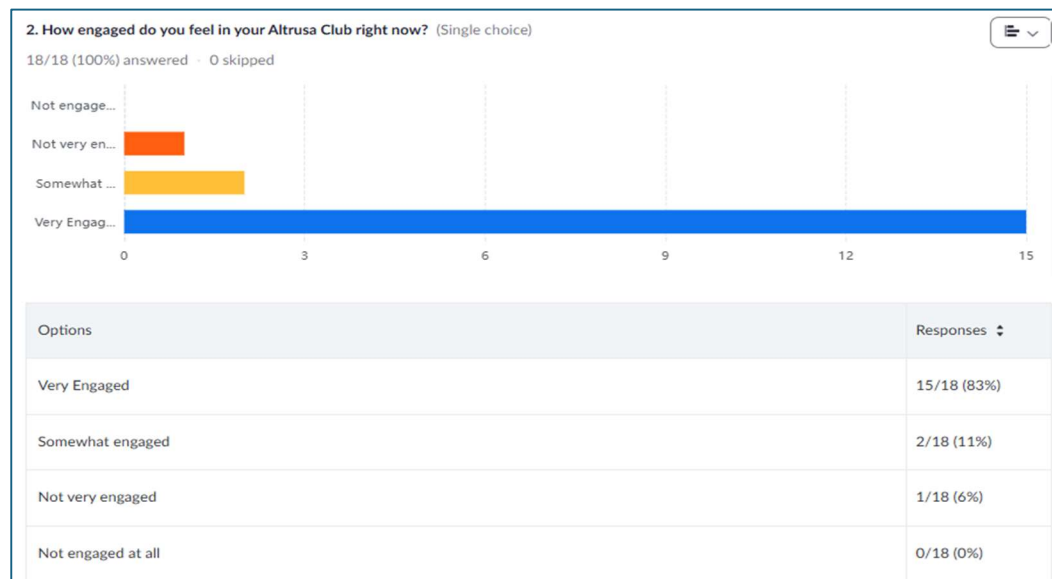
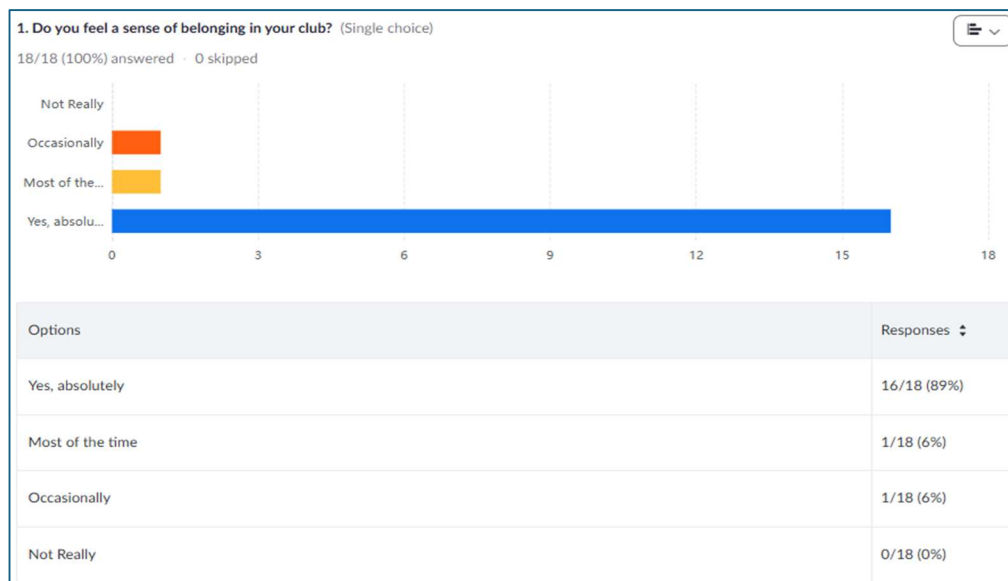
Membership Engagement #4 & #5



Altrusa Membership Retention Strategies

The meeting focused on addressing barriers to membership retention and engagement in Altrusa clubs. Poll results showed that the biggest barrier was a lack of feeling connected to the group, followed by unclear roles and expectations, and too many commitments. The discussion emphasized the importance of follow-up with new members, creating exit surveys, and using data for club-wide improvements. The meeting also covered reasons members stop participating in clubs, with time constraints and not feeling included being the top concerns. Finally, the group discussed feelings of belonging and engagement within the club, with most members reporting a strong sense of belonging and high engagement.

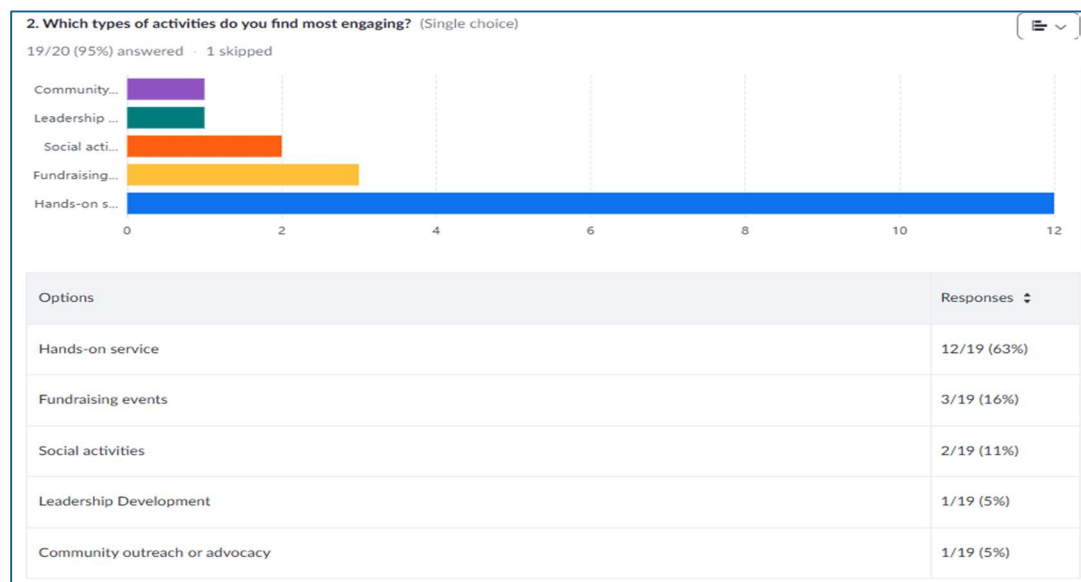
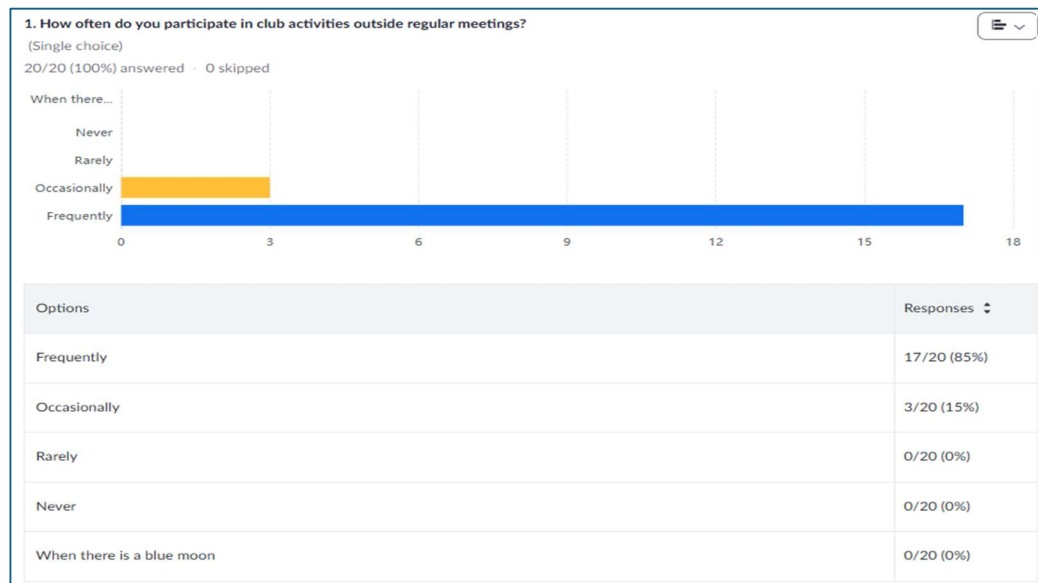
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Club Engagement and Activity Strategies

Debbie shared strategies for club member orientation and engagement, including reorganization events, icebreakers, and sharing growth stories. She emphasized the importance of matching talents to projects and suggested arranging inspiring speakers and interactive programs. The group discussed evaluating what works and what doesn't, hosting relaxed sessions, and creating themes to make activities more engaging. A poll revealed that 85% of members participate in club activities frequently, with hands-on service projects being the most popular activity at 63%.

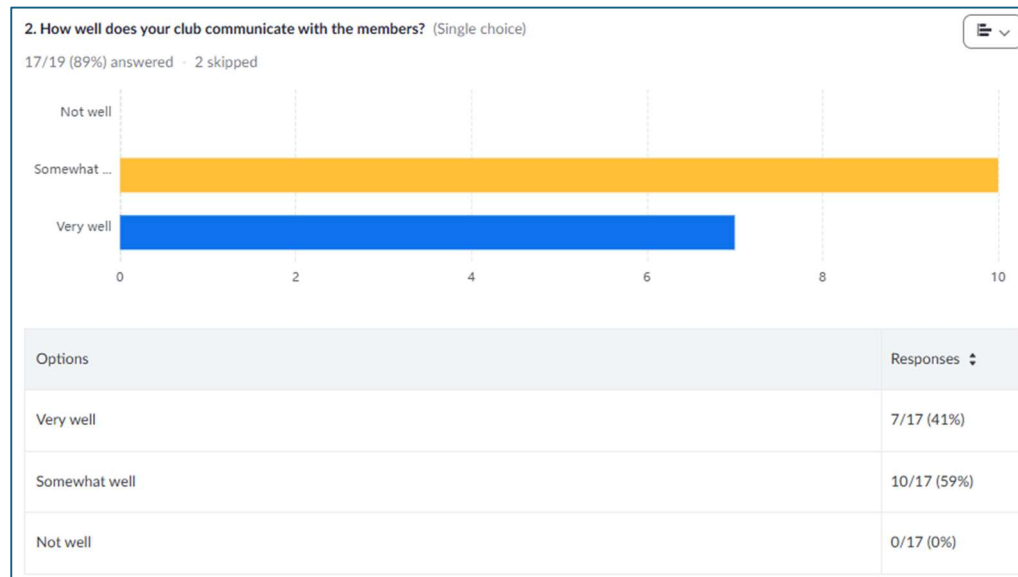
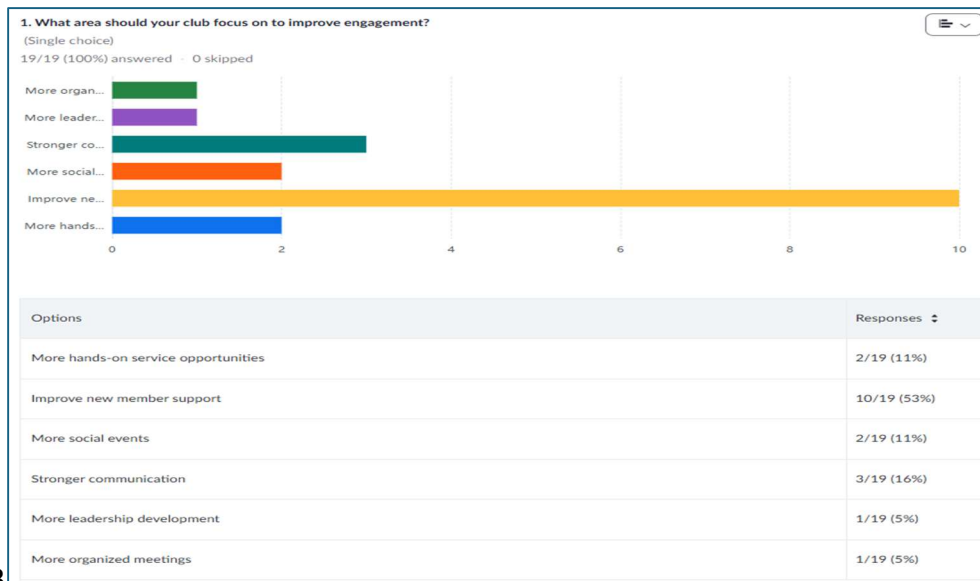
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Enhancing Member Engagement Strategies

The meeting focused on member engagement strategies and club communication. Laura shared various successful activities from her club, including orientation events, social gatherings, and personal recognition initiatives. The group discussed methods for improving member retention, such as sending birthday greetings and providing support during difficult times. A poll was conducted to determine areas for improving engagement, with the majority of respondents indicating a focus on new member support. The conversation ended with a discussion on club communication, noting that most clubs communicate somewhat well with their members.

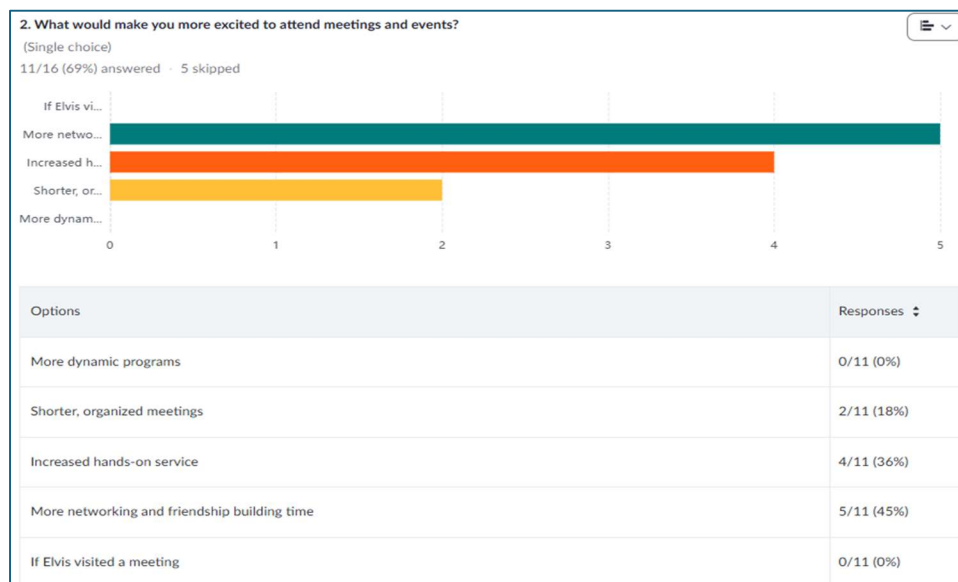
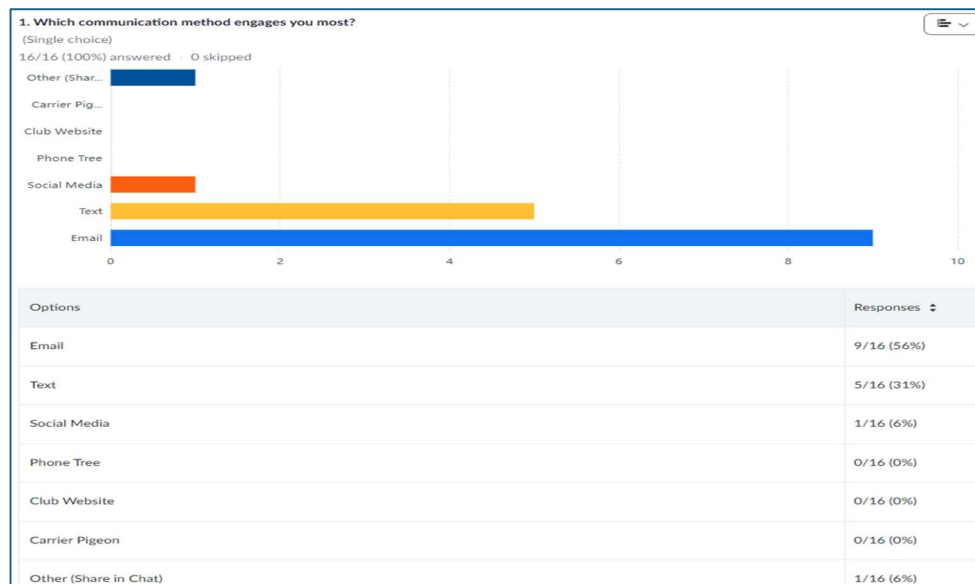
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Altrusa Membership Engagement Strategies

The meeting focused on membership engagement strategies and communication methods within Altrusa clubs. Laura emphasized the importance of various communication tools, including newsletters, social media, and websites, while highlighting the need for organized meetings and updated club information. The group discussed a new initiative involving a traveling teddy bear to recognize members. Results from a poll indicated that email is the most preferred communication method, and more networking and friendship-building opportunities were identified as the top factor for engaging members. The session concluded with a reminder to value current members and actively recruit new ones, introducing a new virtual club option for flexibility and connection.

#9



Closing Remarks

Thank you all for joining us for today's edition of District Nine's Super Saturday: *Navigating Your Leadership Journey*. Your time, your ideas, and your willingness to grow together truly strengthen our Altrusa community.

Today, we explored the **gift of membership**—how to share it, how to nurture it, and how to celebrate it. We learned new ways to grow our clubs, engage our members, and support one another in creating a vibrant, welcoming Altrusa experience.

We also unveiled the exciting launch of **District Nine's Virtual Club**, opening the door to flexibility, connection, and service that truly “fits your life.” This is a wonderful new chapter for District Nine, and we hope you will consider how this option can support your members, your friends, and your future Altrusans.

As you leave today, remember:

There are many future Altrusans out there—they just don't know it yet.

They are waiting for community, purpose, friendship, and service.

You are the ones who can share that gift.

And just as important, cherish the Altrusans who are already walking beside you. Celebrate their service, value their voices, and continue cultivating the friendships that make Altrusa feel like home.

Thank you again for your leadership, your service, and your heart.

Have a wonderful day—and may you continue to grow, engage, and share the gift of Altrusa wherever you go.

Kimberly Kierce (Richardson), 2025-2027 District Nine Governor

Barb Hahn (Pampa) & Delaine White (North San Antonio)
2025-2027 District Nine Membership Growth Leaders

Debbie Llacuna (Copperas Cove) & Laura Trainor-Collins (Richardson)
2025-2027 District Nine Membership Engagement Leaders