



Club Communications Award

Entry Form

District	Nine
Name of Altrusa Club	Altrusa International of Temple
Address	P.O. Box 1251
City	Temple
State	TX
Country	USA
Zip/Postal Code	76503
Contact Person	Tara Stafford
Telephone	254-733-8473
Email:	Tara.Stafford@bswhealth.org
Date (day. Month, year):	06-24-23
Club Membership (as of entry date):	102

Description:

Aha! That moment when you find the idea that changes everything! But then, how to share it? At Altrusa International of Temple, our goal for 2022-2023 was to communicate ideas clearly, diversely, and often. This past year's theme, "Writing Our Next Chapter: through Literacy, Leadership Development, Member Engagement, and Pandemic Recovery," gave our club a solid direction for effective internal and external communications. We decided to target specific activities, connect them to these four themes, and tell those stories through as many avenues as possible. This Included club information in our newsletter, sharing news and project updates on both internal and public Facebook pages, and promoting Altrusa service projects and events to the community.

Newspaper

Altrusa Temple celebrated its 64th birthday this year and was proud to be the home club of both the District Nine Governor and the Altrusa International President. To help communicate the impact our club was having locally, statewide, and globally, we engaged our local newspaper and the Mayor of Temple, which resulted in a special proclamation being read at our April business meeting as well as special coverage in the *Temple Daily Telegram*.

Internal

Taste of the Holidays (TOH) is a beloved holiday tradition and Altrusa Temple's only fundraiser. Guests from across the area come to enjoy entertainment, a fashion show, a raffle, and a delicious meal prepared from scratch by club members. With more than 30

committee members and 100 member volunteers, there was a lot to communicate. In the 6 months leading up to the event, the TOH committee held monthly meetings, including each subcommittee Chair and Co-Chair, to share progress and announcements. Individual subcommittees also held multiple meetings to stay on schedule. The Chair of the Taste of the Holidays communicated regular updates to members through announcements at Business and Program meetings, and the President ensured the full membership had the most current information through our bi-monthly newsletter. These efforts led to more than 80% of our membership participating through reservations, menu development, publicity, and logistics.

External

We labeled ALL our books. As part of our commitment to communicating how important literacy is to our community, for both children and adults learning to read, we labeled the inside of every book that was donated by Altrusa with a sticker stating, “A book is a gift you can open again and again,” and included our club logo and a QR code with a link directly to our club website.

Following two years of “virtual” TOH celebrations, we knew how important it was going to be to communicate that this event was back and better than ever. We successfully utilized a relationship with a community supporter, Lamar Advertising, to secure electronic billboards for a full week in mid-October and again for the five days leading up to the day of the event. With Lamar’s help, we were able to send an invitation to Taste of the Holidays to tens of thousands of drivers traveling around Temple/Belton and on I-35 between the two cities. Additionally, Altrusa Temple secured a page in local magazine, *Tex Appeal*, that is published both in print and online to help advertise that the Taste of the Holidays event was back. Following the return of TOH, we were excited to welcome 6 new members!

Altrusans know that Emily Post would argue that mailing a letter is still important, and who are we to argue. Also new this year - we sent letters, including handwritten notes, to potential supporters months in advance of the event to build excitement within the community. These messages showcased Altrusa and the work we do in the community. To engage club members, everyone with a connection to a potential sponsor was invited to reach out and make a personal phone call. Then, updates on committed sponsors were announced at every meeting. Of course, we did not forget the all-important handwritten Thank You notes, signed by the Taste Chair and Club President, delivered with small gifts to each sponsor shortly after the fundraiser.

The result was a successful event promoting Altrusa service and scholarship objectives to 700 guests. The event raised \$69,000 for club projects this year. Additionally, raffle ticket sales raised another \$26,500 to provide thirteen \$2,000 scholarships and a \$2,500 ASTRA scholarship for students throughout our community. This was a record achievement for our club!

Social

We did more than ever before on social media this year. This was true for Taste of the Holidays and even more so for the rest of the year. For TOH, we posted Save the Dates followed by reservation information on Facebook, encouraging members for months leading up to the event to comment and share the Taste of the Holidays messages. We also recognized sponsors for their support on our Facebook page and on the event website. We even participated in live social media broadcasts to boost excitement about this annual event.

Throughout the entire year, our Communications Chair was outstanding. Not a single month went by without multiple posts on the member Facebook and Public Facebook pages.

Project photos, announcements of upcoming socials, reminders for important action members needed to take, congratulations and pictures of newly initiated members, ASTRA activities, and more! Our club survey told us that Facebook was a resource for our members, we listened, and the survey results reinforced the need to continue this effort this year!

Branding

Across all mediums, we ensured that our logos were displayed appropriately per Altrusa International guidelines. The Altrusa Temple logo is on our website and on both internal and external Facebook pages. The Altrusa colors were also featured in the Writing our Next Chapter theme this year. Club leaders verified that all printed materials were consistent with established brand standards.

Our communication plan this year leveraged new tactics and personal relationships in a very intentional and impactful way and the results speak for themselves: record member participation, record funds raised, record social media engagement, and more members of our community know about Altrusa than ever before.

PLEASE NOTE:

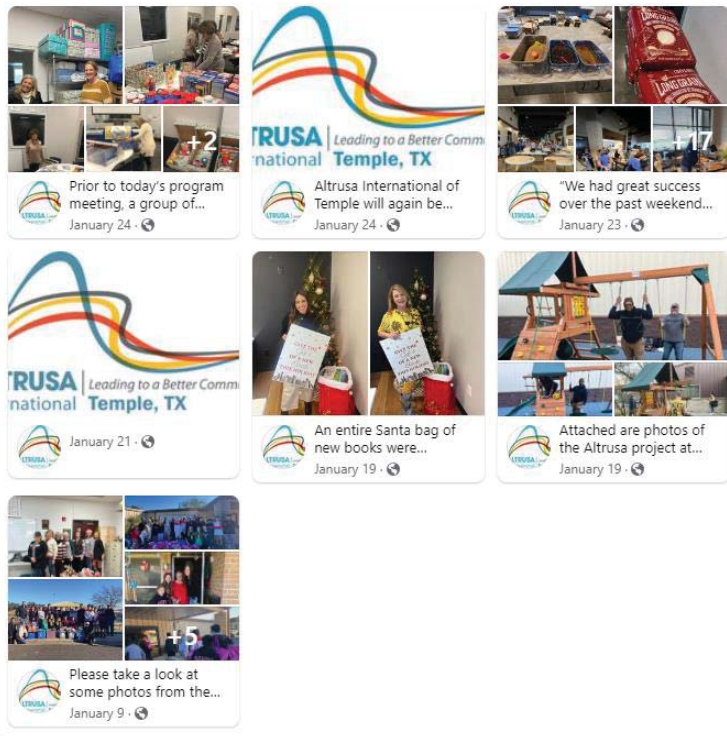
Example Material Limited to 12 samples. For example, if you submit ten examples for the Internal communications section, then you may submit only two examples for the External communications section. Internal samples may include newsletters, emails, yearbook, social media, etc. and external samples may include public facing social media, newspapers, online media, TV and Radio exposure, etc.

ENTRY SUBMISSION:

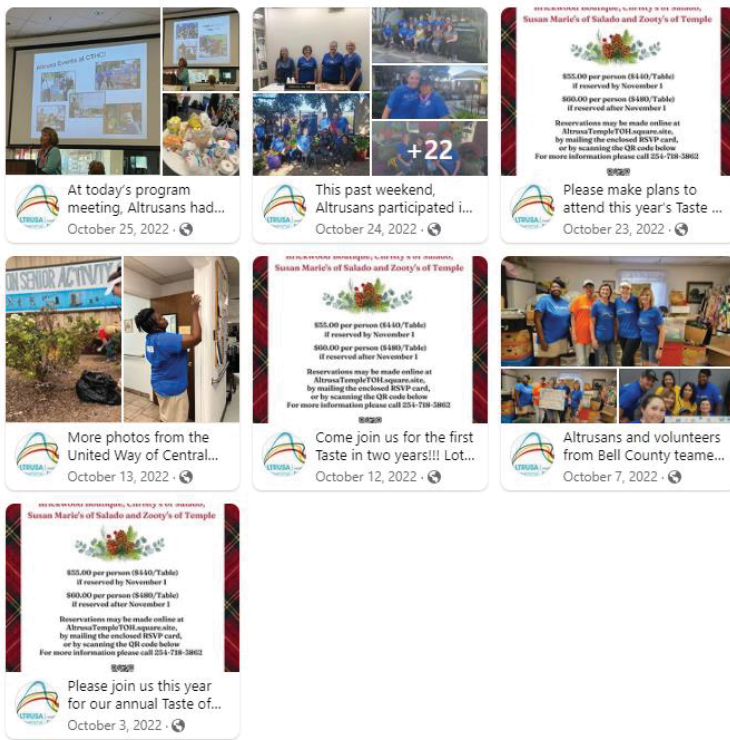
Submit your entry by **June 30th** to
the Club Communications Award Coordinator

BEING SOCIAL ON SOCIAL

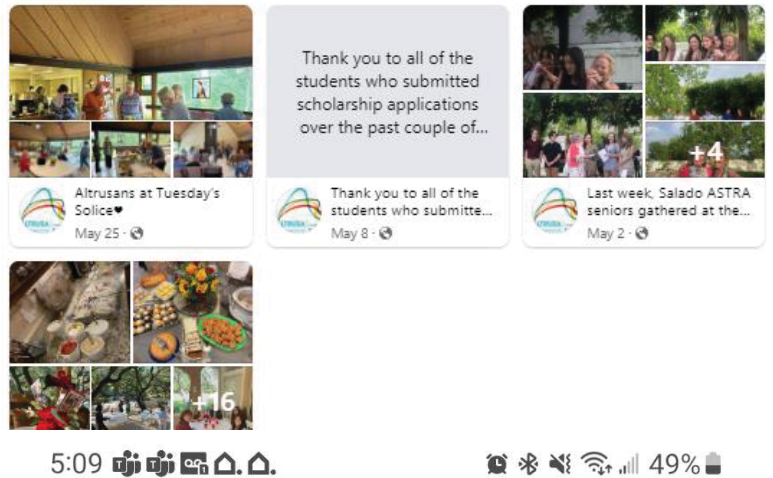
January 2023



October 2022



May 2023



5:09 ann harder

All **Posts** People Groups Events Phc

Ann Harder was live.
Nov 17, 2022 ·

Altrusa International of Temple, Tx., Inc. Taste of the Holidays! Reconnecting with old friends and making new ones. **Tara Wheless Stafford** **Christy's of Salado** **Taheshah Claire Moise**



23 2 comments • 4 shares • 373 views

Like Comment Share

Ann Harder
4d ·

BEING SOCIAL ON SOCIAL



Altrusa International of Temple, Inc.



Kennedi Fetting

Admin · Top contributor · May 8 · 🌐

...

🌟 ASTRA Scholarship Winner 🌟
Belton High School: Brandon Bechtel... See more
👍❤️ Robbie Richey, Lori Luppino and 6 others

Seen by 60



Write a comment...



Kennedi Fetting

Admin · Top contributor · May 8 · 🌐

...

Join us tomorrow at noon for our May Business Meeting 🌟
Lots of important business to cover, so please try to be there, either in person or via Zoom.
Hope to see y'all there ❤️ ... See more

US02WEB.ZOOM.US

Join our Cloud HD Video Meeting

👍 Chelsey Pierce and Tommi Fetting

Seen by 43



Write a comment...



Kennedi Fetting

Admin · Top contributor · May 2 · 🌐

...

This past Sunday, LBHS and BHS seniors gathered at the home of Debbie Mabry to help celebrate their upcoming graduation and receive their ASTRA cords. Students were able to bring their parents and loved ones to celebrate along with them. It was a beautiful dinner and an amazing ceremony! Thank you to everyone who helped make the night special for these students ❤️



Kennedi Fetting

Admin · Top contributor · March 31 · 🌐

...

Salado ASTRA students have been busy this Easter season, making Easter cards for nursing home residents! Cards were delivered to Brookdale Western Hills in Temple 🥰❤️



👍 You, Cyndi Warren, Brenda Hill and 10 others

2 comments · Seen by 52



Teresa Bowen-Bechtel

Beautiful cards as usual! ...

Like Reply 12w



Debbie Mabry

Awesome project! ...

Like Reply 10w



Write a comment...



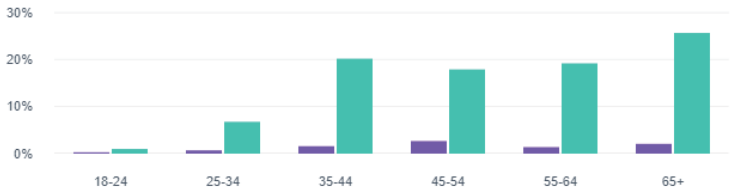
EXTERNAL FACEBOOK PAGE STATISTICS

Audience

Create a post

Age and Gender

Men 9.00%
Women 91.00%



Location

Cities

Countries

Temple, TX	274
Belton, TX	74
Salado, TX	24
Morgans Point Resort, TX	21
Killeen, TX	20
Harker Heights, TX	14
Waco, TX	12
Troy, TX	11
Houston, TX	9
Little River-Academy, TX	9

Location

Cities

Countries

United States	787
New Zealand	9
Puerto Rico	7
India	3
Bangladesh	1
Egypt	1
France	1
Jamaica	1
Jordan	1
Mexico	1

FEATURED

Altrusa International of Temple celebrates 64 years of service

BY JOEL VALLEY | TELEGRAM STAFF

Apr 11, 2023



Altrusa International of Temple celebrated six decades of service to the Temple community on Tuesday. Members show, from left to right, are: Kathy Folley, president of Altrusa International; Tara Stafford, president of Altrusa International of Temple; and Mary Pearson, Altrusa International governor of Texas District Nine.

Courtesy

Altrusa International of Temple celebrated 64 years of service to the Temple community on Tuesday during a luncheon at the Ralph Wilson Youth Club.

It is currently the largest Altrusa International club in Texas with 101 active members.

“We share our love of service by engaging in dozens of projects every year to help make a difference in other’s lives and by working together to build up future leaders through ASTRA clubs at our local schools,” Altrusa International of Temple President Tara Stafford said.

Those acts of service have regularly included trips to Hope for the Hungry, The 411 House, Helping Hands Ministry of Belton and Amy’s House, and Temple Mayor Tim Davis — who was a featured guest on Tuesday — is grateful for that dedication toward assisting other local nonprofit organizations.

“I want to thank you all so much for your spirit of volunteerism,” he said. “The longer that I do this, the City Council and mayor thing, the more that I realize the importance of volunteerism and how it is really the backbone for our community. I think that if you’ve benefited from a community, you owe it back to your community to do something.”

However, Davis, who has served as a Rotary Club of Temple member for more than 20 years, highlighted how residents have the opportunity to define what that something is.

“Whether you’re an Altursan, a Rotarian or a Lion, or you serve at your church, at the Temple Community Clinic or wherever, you owe it back to your community,” he said. “I can say that easily in a room like this, because everyone here gets it. So from my heart to yours, thank you so much for your willingness to serve your community. None of us can do this alone.”

Altrusa International President Kathy Folley agreed and likened their nonprofit organization to that of a large family.

“I think members join because they want to get back to work, but they become quite incensed in this organization because you’re so close,” she told the Telegram. “You are working for a common cause and we just become like a family. It’s what brings you in and what keeps you.

Although Altrusa International clubs in Texas have served their communities in a variety of ways since the first one was established in 1923, Folley noted how promoting reading and literacy is her passion.

"I've always loved reading, so when I was planning for my two-year term I knew I wanted to do something with literacy," she said. "I came up with the challenge of putting 1 million books in the hands of 1 million children, and we have been collecting as many books as possible to give out to people, from children to adults."

In that time, Altrusa International of Temple has donated more than 12,000 books for local children and adults, and expects that figure to grow to north of 14,000 over the next two months.

"Any chance we've had to be able to get a book in the hand of a child, we've taken it," Folley said. "I'm so proud. This club is amazing."

With three new members welcomed aboard on Tuesday, the Altrusa International president hopes to see even more new faces in the near future.

"Come out to a meeting and join us," Folley said. "One of the ladies that was initiated today actually happened to just find our website and said, 'Oh, that sounds interesting' and called to ask if she could come to a meeting. Now she's a member. It's just great."

Readers can access further information about Altrusa International of Temple online at www.altrusatemple.org.

jvalley@tdtnews.com

TDT Joel Valley



CONTACT: Tara Stafford, President

254-733-8473

Stafford.Tara@gmail.com

April 11, 2023

Altrusa Celebrates 100 years of Service in Texas

On April 23, Altrusa clubs throughout the State of Texas will celebrate 100 years of service to their communities. The first Texas club was organized in Austin in 1923. As Altrusa clubs have grown statewide, they have served their communities while building leaders and providing opportunities for personal development.

Today, Altrusa International of Temple celebrated their 64 years of service to the Temple community. Organized in 1959, the club is now the largest in the state with 101 active members.

Temple Altrusans have been instrumental in helping in all areas of community need, from helping the homeless and feeding the hungry to serving veterans and the elderly, creating vocational and literacy projects to providing over \$20,000 annually in scholarships to local students. In just 2 years, the club has put over 12,000 books in the hands of local children and adults to promote reading and literacy, far surpassing a 10,000 book goal.

“We share our love of service by engaging in dozens of projects every year to help make a difference in other’s lives and by working together to build up future leaders through ASTRA clubs at our local schools (BHS, LBHS, Salado HS and UMHB), ” said Tara Stafford, President of Altrusa International of Temple, TX. “Altrusa Temple is proud to serve our community.”

Altrusa in the State of Texas reaches from the Gulf Coast through the Panhandle with over

33 clubs comprised of women and men throughout the State. With over 81,000 average annual volunteer hours, Altrusa clubs in Texas have a direct fiscal impact of almost two and a half million dollars.

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Office of the Mayor

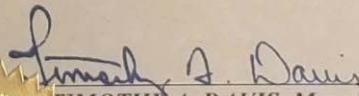


PROCLAMATION~

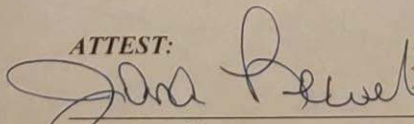
- WHEREAS, *ALTRUSA International has been a volunteer service organization in the State of Texas for 100 years, beginning in Austin in April 1923; and*
- WHEREAS, *the goals of ALTRUSA in the State of Texas are to provide service to the communities of Texas, build leadership and opportunities for personal development, to provide fellowship and to embody the concept of internationalism through extended service worldwide; and*
- WHEREAS, *ALTRUSA is a combination of the words Altruism, the unselfish caring for others, and USA, for the United States of America; and*
- WHEREAS, *the motto of the ALTRUSA is "Patriotism, Efficiency, Service"; and*
- WHEREAS, *ALTRUSA in the State of Texas has championed vocational training to help women enter the workforce during WWI and WWII; and*
- WHEREAS, *ALTRUSA in the State of Texas has been a leading champion in the fight for literacy since 1977; and*
- WHEREAS, *seven Altrusa International Presidents through the last 100 years have hailed from the State of Texas; and*
- WHEREAS, *ALTRUSA in the State of Texas reaches from the gulf coast through the panhandle with 33 clubs with a membership of close to 800 women and men throughout the State; and*
- WHEREAS, *the ALTRUSA service in the State of Texas has a fiscal impact of almost two and a half million dollars consisting of over 81, 000 volunteer hours each year; and*
- WHEREAS, *ALTRUSA sponsors nine ASTRA clubs in the State of Texas for youth from 13 to 21 years of age to provide opportunities for service and leadership development.*

NOW, THEREFORE, I, TIMOTHY A. DAVIS, Mayor of the City of Temple, Texas, do hereby proclaim April 2023 as a month to honor and recognize the 100 years of Altrusa service and leadership to the State of Texas.

IN TESTIMONY WHEREOF, I witness my hand and the Seal of the City of Temple, Texas, this the 11th day of April, 2023.


TIMOTHY A. DAVIS, Mayor

ATTEST:


Jana Lewellen
City Secretary



ESTABLISHED IN 1881

THE BELTON JOURNAL



grateful to God for how he
continues to bless Mary

Texas' Oldest Continually Published Weekly
students for generations to
come."

education in the Southwest.

Special to the

Altrusa of Temple opens scholarship applications for local students

Special to the Journal

Each year the Altrusa International of Temple organization raises funds to help our local youth with college expenses through scholarships.

Altrusa of Temple is currently accepting scholarship applications and urges everyone eligible to apply.

Applicants must be a resident of Bell County, must have at least a 3.0

GPA and planning or is presently attending a college, university or trade school within Texas.

All scholarship information, eligibility requirements and to apply go online to Altrusa website: altrusatemple.org. Deadline to submit application is March 31, 2023.

For more information contact Regina Phinney, Altrusa Scholarship Chair, email: rphinney85@gmail.com

California Democrat, who rose to become the nation's only woman to wield the speaker's gavel, said she would remain in Congress as the representative from San Francisco, a position she has held for 35 years, when the new Congress convenes in January.

speaker of the House. "History will note she is the most consequential Speaker of the House of Representatives in our history," Biden said in a statement, noting her ability to win unity from her caucus and her "absolute dignity."

It's an unusual choice for a

have been ready to leave for a while," she said. "Because there are things I want to do. I like to dance, I like to sing. There's a life out there, right?"

During her remarks on the House floor, Pelosi recapped her career, from seeing the

with Pelosi still and guest. Some Republicans, including some newly elected members, also attended, though House Republican Leader Kevin McCarthy, who's seeking the speakership in the new Congress, did not, telling reporters afterward that he was "busy, unfortunately."

85% of retained staff must be veterans and the company must have a 10% overall veteran employee count. Other criteria mandates the company must be a veteran organization or resource group, was awarded the Platinum HIRE Vets Medallion Award on Nov. 9 in Washington, a human resources veterans' D.C.

"Putting veterans back to

Please see AWARD, 3A

TASTE OF THE HOLIDAYS

Altrusa fundraiser draws more than 700

BY JOEL VALLEY
TELEGRAM STAFF WRITER

Not a single parking spot was left open as more than 700 Temple area residents spent their Thursday morning at the Frank W. Mayborn Civic and Convention Center to support Altrusa International of Temple.

It was the nonprofit organization's first Taste of the Holidays event — a luncheon and fashion show that featured garments provided by Brickwood Boutique, Christy's

of Salado, Susan Marie's of Altrusa and Zooty's of Temple — since 2019.

"Today was amazing," Kathy Folley, the president of Altrusa International, told the Telegram. "We haven't been able to do Taste of the Holidays for a couple of years and this club just went over the top. We missed it because this is where our club members bond as we're putting all this together and where the community comes out to support us."

This year's theme was



The 2022 Taste of the Holidays event, held at the Frank W. Mayborn Civic and Convention Center in Temple, drew more than 700 people.

Please see HOLIDAYS, 3A

TODAY'S BIBLE VERSE

"For in that He Himself hath suffered being tempted, He is able to succor them that are tempted."

— Hebrews 2:18



MARKET REPORT

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