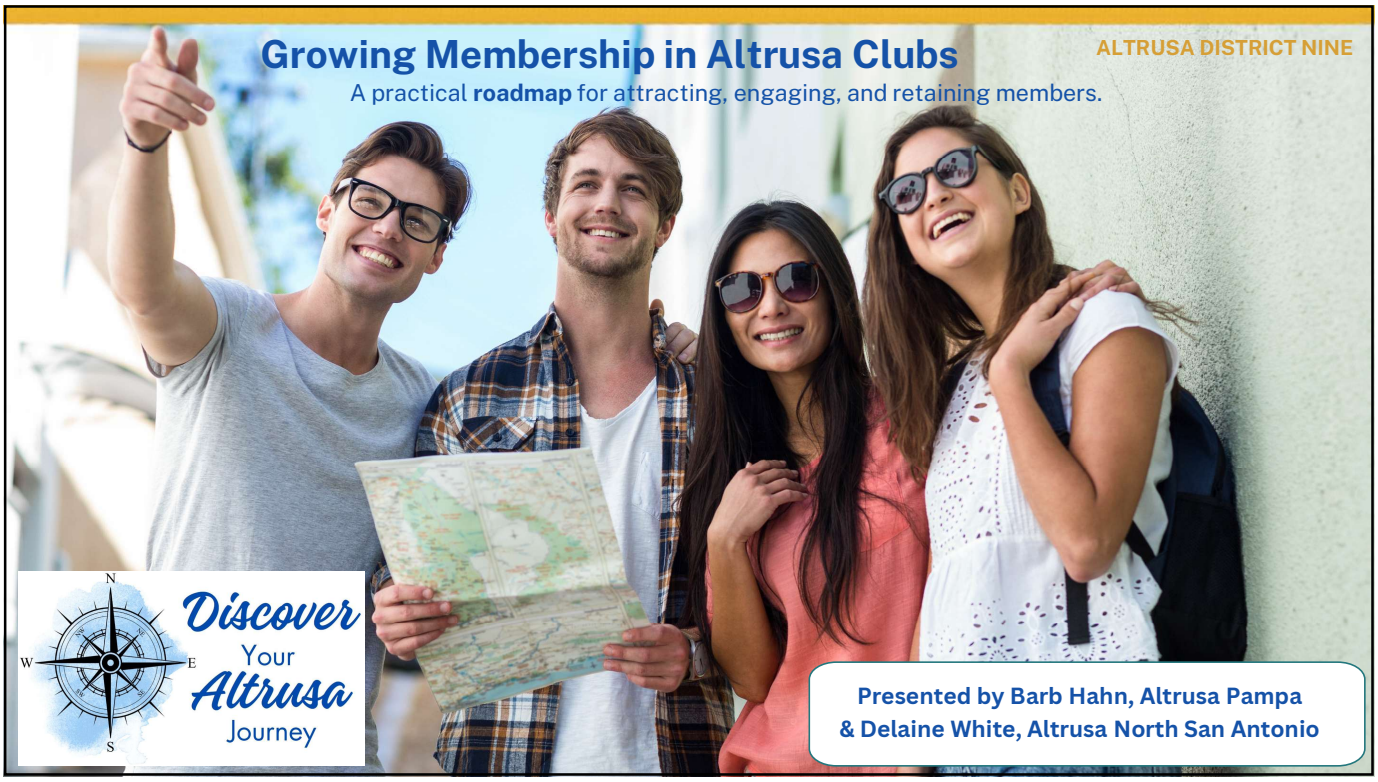
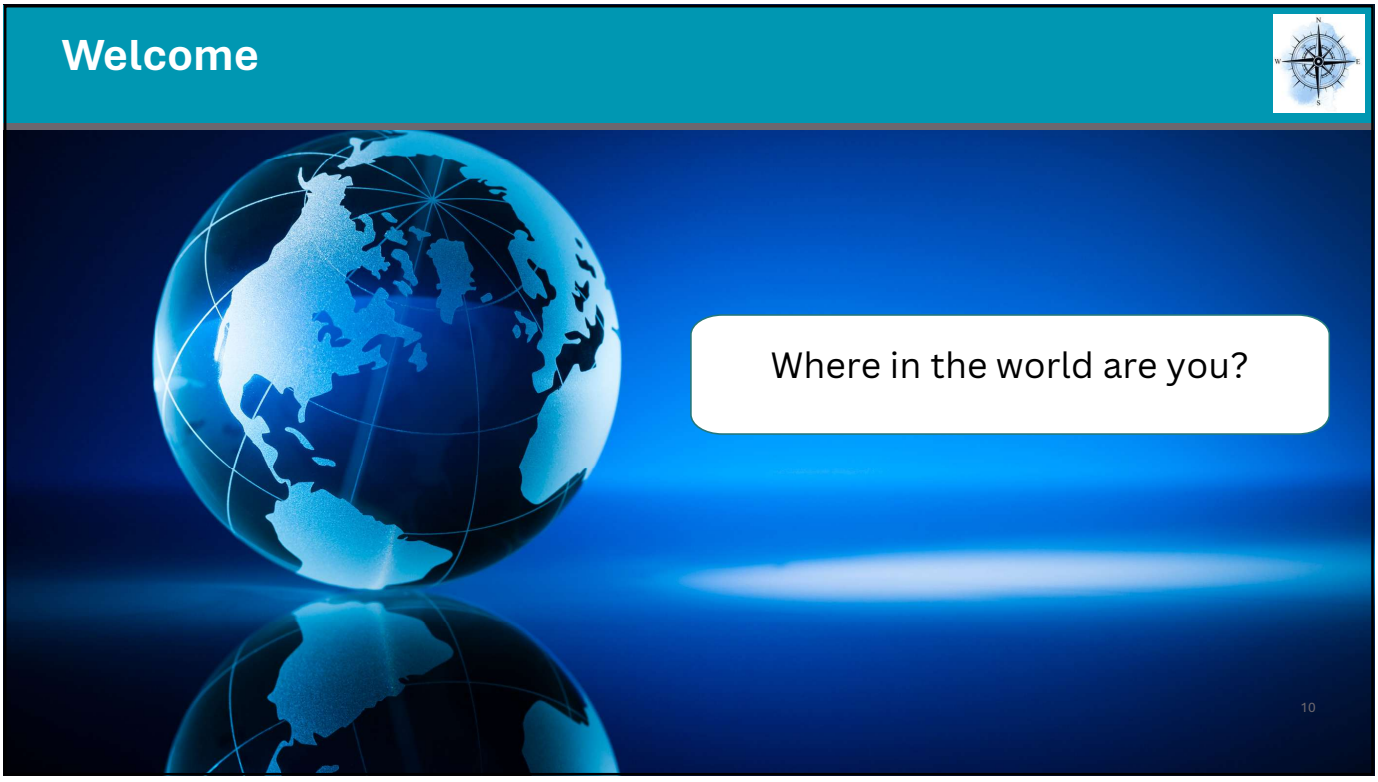

Growing Membership in Altrusa Clubs
ALTRUSA DISTRICT NINE
A practical **roadmap** for attracting, engaging, and retaining members.
Discover Your Altrusa Journey
Presented by Barb Hahn, Altrusa Pampa
& Delaine White, Altrusa North San Antonio

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Welcome
Where in the world are you?
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What Brought you to Altrusa?



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1. Make the Club More Visible

1. Active social media presence
2. Local newspaper & radio coverage
3. Community events, fairs & parades
4. Club apparel and name badges



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2. Ask People to Join

1. Personal invitations matter most
2. Invite one guest per member each quarter
3. Host Bring-a-Friend meetings
4. Create a welcoming guest experience



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2

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3. Focus on Younger Generations

1. Partner with schools and colleges
2. Flexible hybrid meeting options
3. Leadership development opportunities
4. Networking and service experiences





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4. Increase Member Engagement

1. Assign meaningful responsibilities early
2. Align projects with interests
3. Create volunteer pathways
4. Publicly celebrate contributions



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5. Showcase Community Impact

1. Share statistics and outcomes
2. Use before-and-after project photos
3. Tell impact stories
4. Highlight scholarships and service hours



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6. Create Signature Events

1. Community cleanups
2. Scholarship fundraisers
3. Holiday programs
4. Leadership breakfasts and fun runs



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7. Make Membership Easy

1. Simple application process
2. Online sign-up options
3. Introductory memberships
4. Rapid follow-up with prospects



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8. Retain Current Members

1. Annual satisfaction surveys
2. Engaging productive meetings
3. Recognize milestones
4. Mentoring relationships





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Membership Growth Goals



12

Campaign Ideas for Success

Make the invitation visible, personal, and easy to say yes to.

- Each One Reach One
- Bring a Neighbor Month
- Community Champions Campaign
- Membership Ambassador of the Year

Come for Service.
Stay for Friendship.
Grow in Leadership.

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Membership Websites and Resources

District Nine - Membership Navigator
www.altrusadistrictnine.org/page/membership-navigator

International - Membership
www.altrusa.org/membership

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Thank you!


N
W
E
S
Discover
Your
Altrusa
Journey
... and share it with others!
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