



MARKETING ALTRUSA

Pack your bags for success!

Presented 3/21/26 by Kelli McBee, Houston-Central

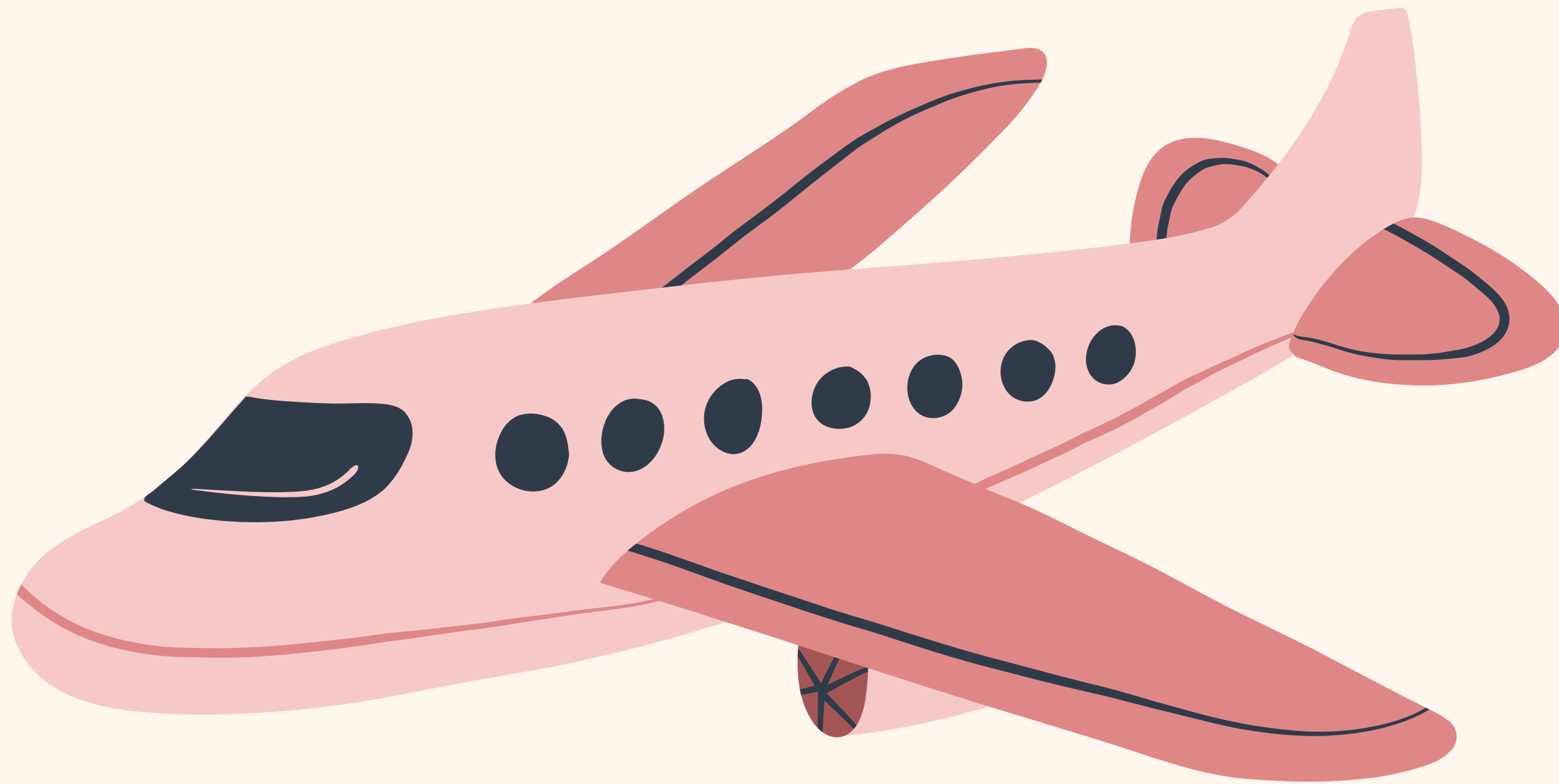


WELCOME ABOARD!



- WHAT MARKETING REALLY IS
- WHAT TO PACK IN YOUR MARKETING SUITCASE (TOP TECHNIQUES)
- THE BEST ROUTES TO TAKE (VEHICLES)
- HOW TO TRAVEL SMOOTHLY (EXECUTION)

“YOU CAN BE DOING INCREDIBLE WORK – BUT IF NO ONE KNOWS ABOUT IT, IT’S LIKE PLANNING THE PERFECT TRIP AND NEVER LEAVING THE AIRPORT.”



POLL

Where is your club on its marketing journey?

- First Class Traveler – we've got this down!
- Frequent Flyer – we're doing well but can improve
- Occasional Traveler – we try when we can
- Still Packing – we don't know where to start
- No Suitcase Yet – we haven't even started packing



WHAT IS MARKETING?

Marketing = communicating your value to the right people at the right time

It's a lot like traveling...

- Altrusa or Altrusa News = the destination
- Your audience = travelers
- Marketing = the map that gets them there

Why Marketing Matters

- Drives awareness
- Attracts volunteers, donors, and community partners
- Builds trust in our “destination” of Altrusa



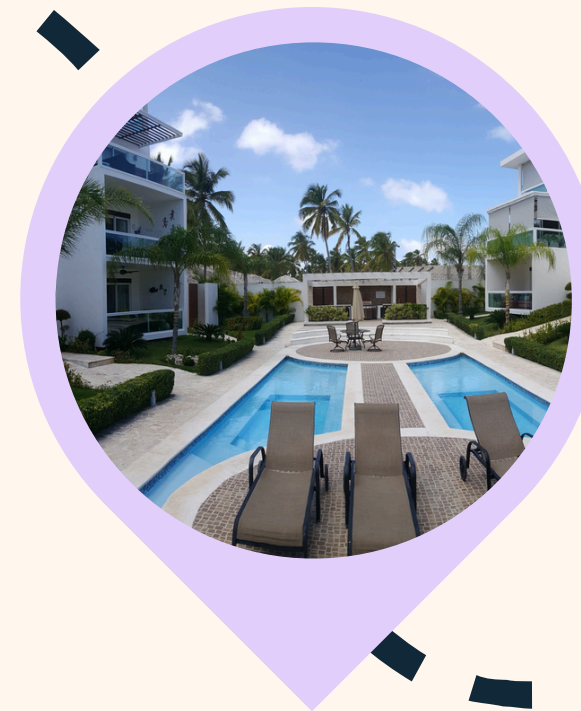
CORE MARKETING COMPONENTS



Audience = Who are your travelers?



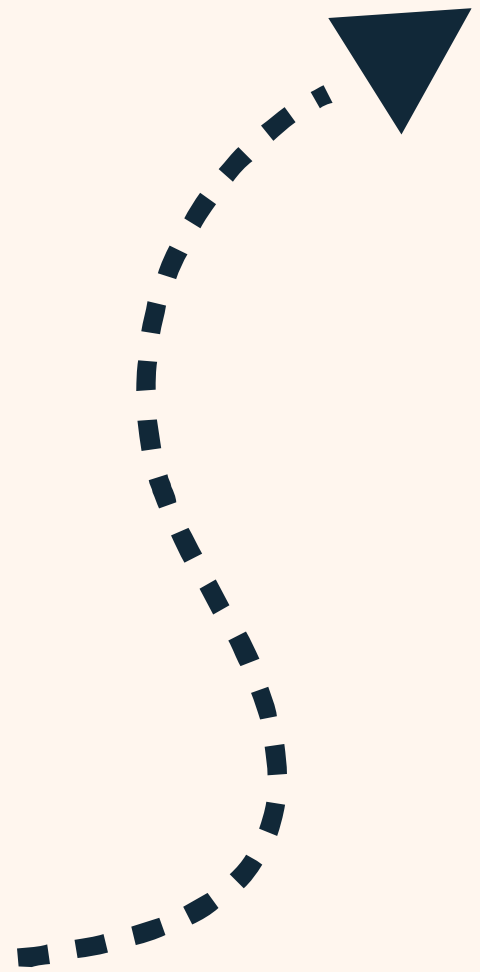
Message = Why should they visit?



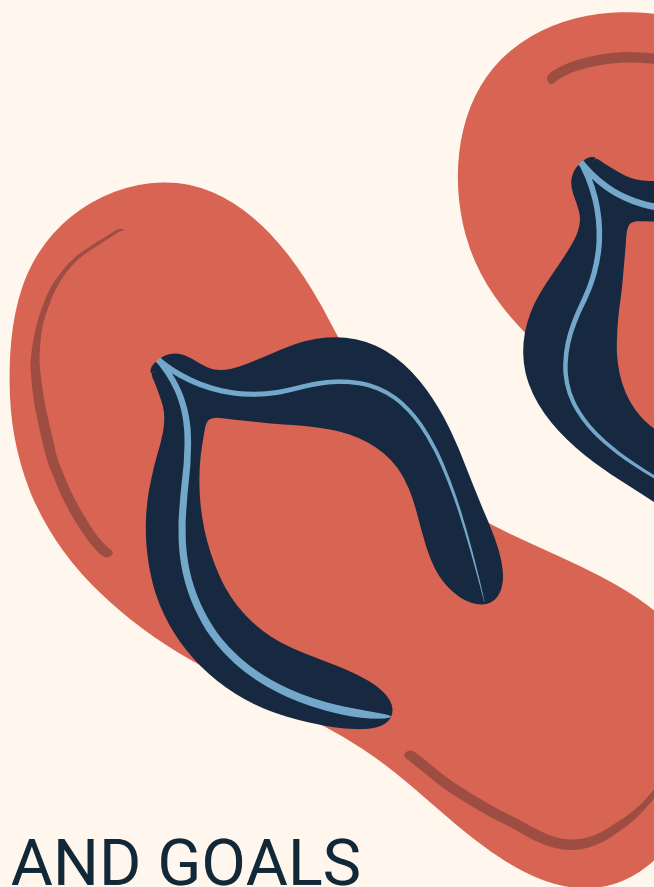
Channel = How do they get there?



Consistency = Clear directions every time



MAPPING YOUR ROUTE: THE MARKETING PROCESS



**BEFORE YOU
PACK... WHERE
ARE YOU GOING?**



- 1** DEFINE YOUR TARGET AUDIENCE AND GOALS
- 2** BUILD YOUR MESSAGE
- 3** CHOOSE YOUR INTEGRATED MARKETING CHANNELS & IDENTIFY BUDGET
- 4** CREATE CONTENT
- 5** LAUNCH & ADJUST ASSETS AS NEEDED

POLL

What is the first step in building a strong, integrated marketing campaign?

- A. Choosing marketing channels (social, email, PR)
- B. Setting a budget
- C. Defining your target audience and goals
- D. Designing creative assets

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Without a clear audience and objective, everything else becomes guesswork. Strategy always comes before execution.

YOUR MARKETING SUITCASE

Traditional

- Public Relations (press releases, media coverage)
- Print Materials (flyers, brochures, posters)
- Direct Mail
- Radio / TV

Digital

- Social Media (Facebook, Instagram, LinkedIn)
- Email Marketing
- Website / Blog
- Search Engines (Google / SEO)
- Online Advertising (Google Ads, social ads)



Relationship-Based & In-Person

- Word of Mouth
- Referrals
- Volunteer & Donor Engagement
- Ambassador Programs
- Events & Fundraisers
- Community Outreach
- Networking & Partnerships
- Workshops / Speaking Engagements

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PUBLIC RELATIONS



Press Release



Media Kit



Fact Sheet



Pitch Email

PRESS RELEASE MECHANICS

[Company Name]	[COMPANY LOGO]
[Name of Media Contact Person]	
[Phone Number of Media Contact Person]	
[Email Address of Media Contact Person]	
[Release Date]	
FOR IMMEDIATE RELEASE or FOR RELEASE [DATE/TIME] or EMBARGOED UNTIL [DATE/TIME]	
[COMPANY NAME] ANNOUNCES [ANNOUNCEMENT]	
[Optional: Press release subtitle]	
[Date, City, State]—[Company name] is excited to announce [a short description of the announcement with the most important facts. Share the WHO, WHAT, WHEN, WHERE, and WHY.]	
[Body paragraphs that share background information about why this announcement is significant and relevant to your target audience. You can include quotes from an executive or company representative and use statistics and research that support your announcement.]	
About [Company name]:	
[Include the company boilerplate, which is a paragraph that describes your company and its offerings, achievements, and mission/vision]. For further information, please visit [company website].	
[Call to action]	
<u>###</u>	

SAMPLE PRESS RELEASE

Altrusa International of Houston-Central, TX

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FOR IMMEDIATE RELEASE

LOCAL ALTRUSA INTERNATIONAL SERVICE CLUB PROVIDES 2,000 MEALS FOR VETERANS

March 21, 2026, HOUSTON, TX—Altrusa International of Houston-Central, TX proudly served more than 2,000 meals to local veterans as part of its ongoing commitment to community service and support for those who have served our country.

The initiative, organized in partnership with local volunteers and community organizations, aimed to provide not only nutritious meals but also a message of gratitude and recognition for veterans in the area. Volunteers dedicated their time to preparing, packaging, and distributing meals to veterans and their families.

"We are honored to give back to those who have given so much," said Kelli McBee, President of Altrusa International of Houston-Central, TX. "This effort is about more than meals—it's about showing appreciation, building connections, and supporting our veteran community in meaningful ways."

The meal distribution took place at VFW Post 8790 and reached veterans across the Houston-Galveston area. The project reflects Altrusa International's mission to improve communities through leadership, partnership, and service.

Community members and local businesses also contributed to the success of the initiative through donations, volunteer support, and logistical assistance.

Altrusa International is a global nonprofit organization focused on making communities better through leadership, partnership, and service. The [Local Chapter Name] continues to lead projects that address critical needs in the community, including food insecurity, education, and support for vulnerable populations.

For more information about the project, please contact: Kelli McBee [at 541-969-8104](tel:541-969-8104).

About Altrusa International

Altrusa International is a nonprofit organization of volunteers dedicated to making communities better through leadership, partnership, and service. With clubs around the world, Altrusa focuses on literacy, food security, and community engagement initiatives. For more information visit:

<https://www.altrusa.org/>

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SOCIAL MEDIA



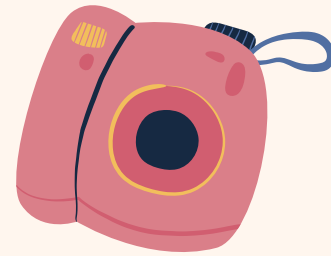
- **Expand Reach & Awareness:** Connects with the broader community, attracts new members, volunteers, and donors, and increases event visibility
- **Drive Attendance & Action:** Promotes events, boosts registrations, and directs audiences to websites, sign-ups, and donation links
- **Showcase Impact & Build Trust:** Highlights real stories, outcomes, partnerships, and sponsors to strengthen credibility
- **Engage & Inform Members:** Keeps current members updated with real-time info while encouraging interaction, sharing, and word-of-mouth
- **Strengthen Brand & Presence:** Reinforces mission and messaging while creating a lasting digital archive of events and milestones

SOCIAL MEDIA ESSENTIALS



Brand Identity

- Keep look, tone, and voice consistent
- People should recognize your posts instantly
- Use the same colors, logos, and messaging



Content

- Capture real moments (events, volunteers, impact)
- Authentic > overly polished
- Behind-the-scenes performs really well



Listening & Engagement

- Social media is a two-way street
- Respond to comments, DMs, and mentions
- Pay attention to what your audience cares about



Call to Action

- Always tell people what to do next:
 - “Donate now”
 - “Sign up”
 - “Join us this weekend”
- No CTA = missed opportunity



Content Planning

- Don't wing it—plan ahead
- Create a simple content calendar
- Batch content when possible



Visual Style

- Keep a cohesive aesthetic
- Use similar filters, fonts, and layouts
- Make your feed feel “on brand”



Platform Strategy

- Focus on platforms where your audience actually is
- You don't need to be everywhere
- Do a few platforms well

Quality, not quantity, will get results! Be your own club with your own identity by mixing stories, behind-the-scenes, and impact highlights.

POLL

Which tactic is most effective for increasing engagement on social media?

- A. Posting as frequently as possible
- B. Using only high-quality, polished graphics
- C. Creating content that invites interaction (polls, questions, comments)
- D. Copying what competitors are doing

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Engagement is a two-way street—platforms reward content that sparks conversation, not just passive scrolling.

MARKETING TIMELINE

- **Plan Smart:** Keeps tasks organized and on schedule.
- **Engage Your Audience:** Builds excitement with timely promotions.
- **Coordinate Teams:** Everyone knows what, when, and who.
- **Maximize Impact:** Optimizes resources, messaging, and post-event insights.



MARKETING PLAN TIMELINE

8–10 Weeks

Choose Your Destination:

Define goals, audience, budget, date & venue

6-8 Weeks

Start Booking the Trip:

Branding, event page, messaging, announce “Save the Date”

4-6 Weeks

Spread the Word:

Social posts, email launch, press release, early registration push

2-4 Weeks

Build Momentum:

Countdown posts, behind-the-scenes content, highlight speakers, share logistics

1 Week

Final Boarding Call:

Reminder emails, increased posting, prep materials & signage

Event Day

Takeoff!:

Live posts, attendee engagement, capture photos & testimonials

1-3 Days After

Share the Memories:

Recap posts, thank you messages, highlight impact

1-2 Weeks After

Keep the Journey Going:

Feedback survey, repurpose content, nurture new contacts

QUESTIONS?

