

Altrusa District Nine

Super Saturday Training Session – Altrusa Marketing 101

March 21, 2026 (9:30 am CST)

Quick recap

This meeting was a District Nine Super Saturday training session focused on Altrusa marketing, presented by Holly McCoy from Altrusa Austin and Kelli McBee from Altrusa Houston Central. The session covered two main topics: **proper logo usage and branding guidelines** presented by Holly, followed by **marketing strategies and tools** presented by Kelli. The presenters discussed the importance of consistent branding, proper logo placement, and the psychology behind effective marketing campaigns. They covered various marketing channels including traditional media, social media, email marketing, and public relations, with specific focus on press releases and media kits. The session included interactive polls to engage attendees and assess their current marketing knowledge levels. Several attendees shared successful marketing practices from their local clubs, including partnerships with chambers of commerce and local media outlets. The training concluded with a discussion of marketing timelines and the importance of planning promotional activities well in advance of events.

Summary

Leadership Journey Marketing Strategies

The meeting began with Kimberly welcoming participants to District Nine's Super Saturday series on "Navigating Your Leadership Journey," focusing on marketing strategies for club growth. The session was led by marketing co-leaders Holly McCoy from Altrusa Austin and Kelli McBee from Altrusa Houston Central, with support from other team members. The presentation was structured into two parts: branding and logo usage guidelines presented by Holly, followed by marketing strategies including press releases and social media presented by Kelli. The meeting included an interactive poll to gauge attendance from different districts, with District Nine representing 50% of participants, followed by other Districts...

DISTRICT	ATTENDEES	One	7%
Nine	50%	Twelve	3%
Seven	13%	Ten	3%
Six	10%	Three	3%
Eight	7%	Two	3%

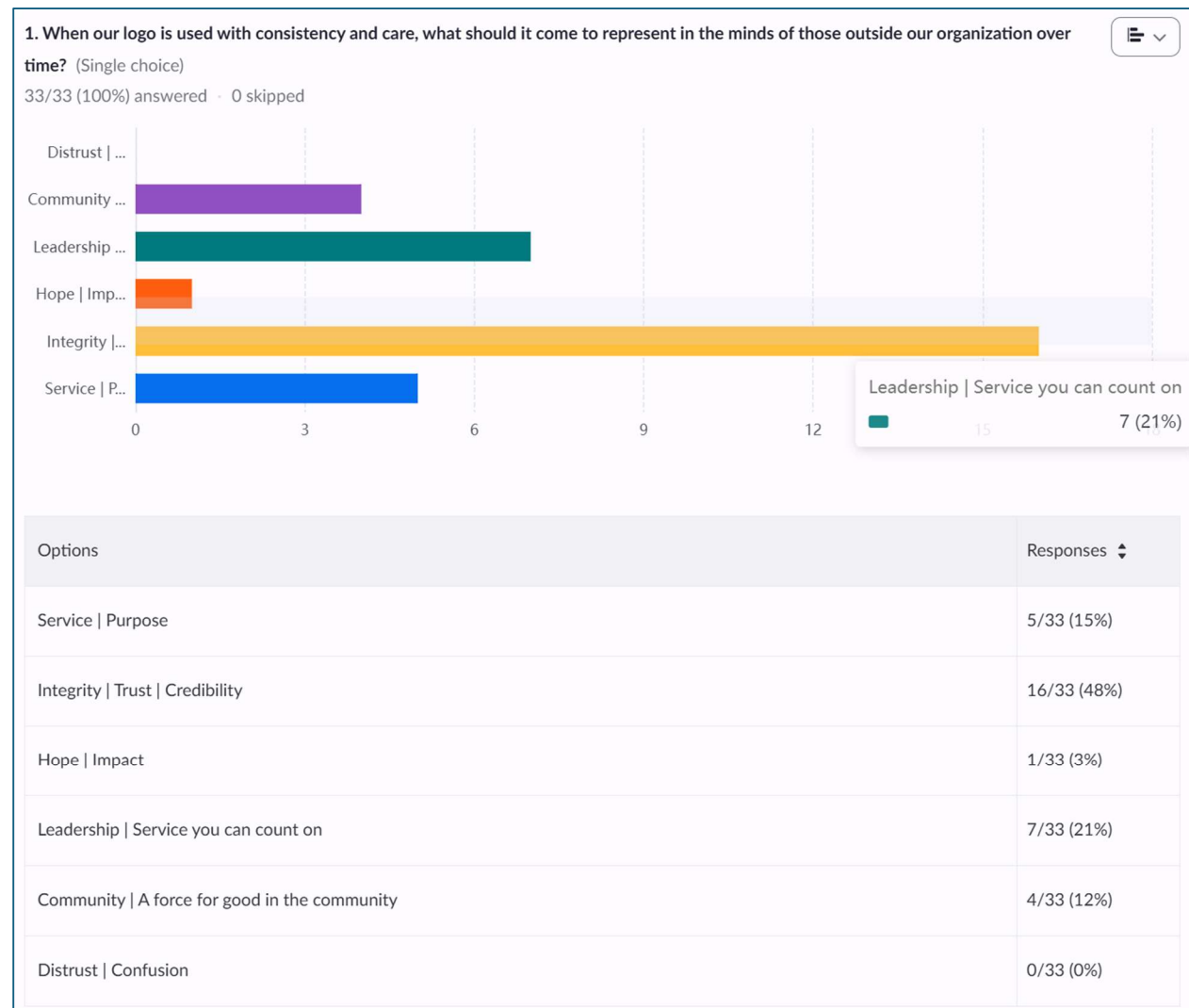
Logo and Marketing Guidelines Presentation

Holly presented on Altrusa logo usage guidelines, emphasizing the importance of consistent, proper use of the Altrusa logo to build trust and credibility. She explained

correct spacing, placement, and color usage requirements, and conducted polls to reinforce key concepts about what the logo should represent.



Poll One:



POLL TWO

Which picture shows correct usage of the Altrusa logo?

01



02



Poll Three



Please come to Central Park to help us clean the park.

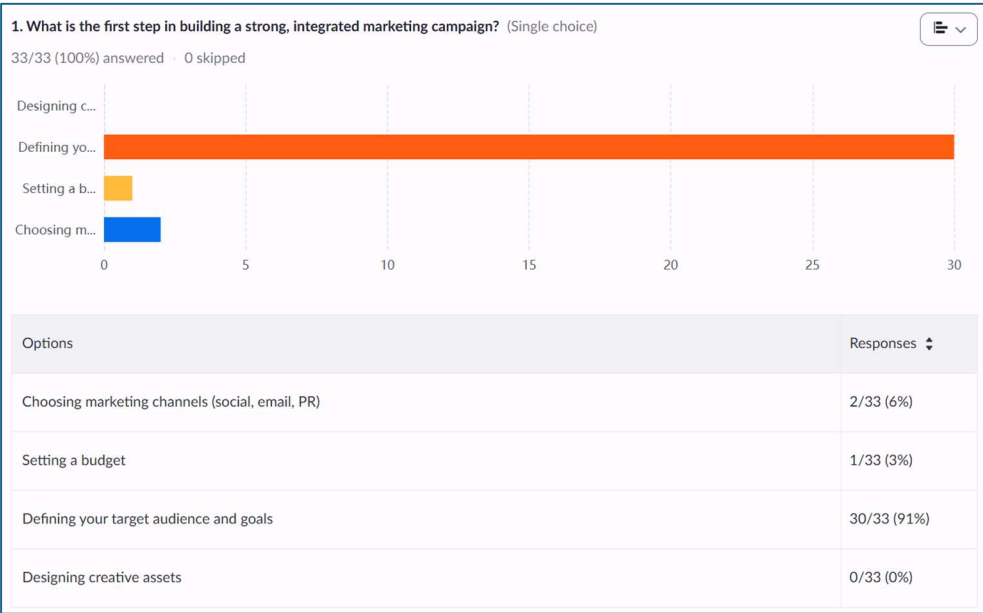
April 30th - 6 PM



As the training transitioned to the Marketing presentation, audience was polled for current experience and comfort level with marketing.



Kelli then delivered a comprehensive marketing presentation, covering the fundamentals of marketing strategy, including defining target audiences, crafting messages, and selecting appropriate channels. She outlined specific marketing tools like press releases, social media engagement, and content planning, concluding with a discussion of marketing timelines and the importance of planning promotional activities well in advance of events.



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

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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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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.

The session included interactive elements where participants could ask questions and share experiences about using local chambers of commerce and other community partnerships for marketing purposes.

Closing

"Marketing is a very large topic and we are not able to delve into every aspect in great detail in this short presentation. However, today's presentation touched on some very important

topics and key takeaways. I want to thank Holly and Kelli for today's informative presentations – thank you both so much for sharing your expertise and knowledge and talent and enlightening us for the journey ahead.

As we reach the end of today's session, we hope your **marketing suitcase is now packed with new ideas, tools, and inspiration** to help share the Altrusa story in your community.

Marketing doesn't have to be complicated. It simply means making sure the good work you are already doing is **seen, heard, and celebrated**. Every photo, every press release, every event promotion, and every community partnership helps tell the story of who we are as Altrusans.

Remember, when we share our story effectively, we do more than promote events—we build awareness, strengthen partnerships, attract future members, and expand the impact of our service.

We hope you have enjoyed this latest edition of **Your Leadership Journey through our Super Saturday Leadership Series**. This session has been recorded, along with all of our other events in this series.

We encourage you to visit the District Nine YouTube Channel and the District Nine website where recordings of these sessions are available. Take some time to explore past episodes and stay tuned for updates on upcoming training opportunities.

In April, we will not hold a Super Saturday session due to District Conferences. We hope you are planning to attend your conference—where you can take advantage of leadership education opportunities, renew friendships, and build new ones. It's the perfect opportunity to make memories and enrich your Altrusa journey.

Be sure to join us in May as our Super Saturday series embraces Altrusa's literacy focus with a **Leadership Book Review Discussion** led by District Nine Governor-Elect Linda Hurt. Together, we'll explore the message of the book *"Who Moved My Cheese?"*—so grab your copy and be ready for an engaging and thought-provoking discussion.

Thank you for your time today, for your dedication to service, and for continuing to tell the story of Altrusa in your communities.

Safe travels on your marketing journey—and don't forget to keep that suitcase ready!

Enjoy the rest of your day. We will see you next time!

Kimberly D Kierce
Governor, Altrusa District Nine