



Recruitment, Retention, and Revitalization

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Agenda

- Altrusa's **purpose**
- **Who** joins and **why**?
- **Challenges** to recruitment
- Recruitment **strategies**
- Strategic membership **plan**

References:

[2013 Guide for Club Membership Committees](#), Altrusa International

[Club Revitalization Manual](#), Altrusa International

Altrusa's Purpose

Altrusa is an international non-profit organization that strives to **make our local communities better through leadership, partnership and service**. Altrusa historically has been, and still is, a community service organization with a **focus on literacy and other local needs**.

[Principles of Altrusa](#)

Who joins and why?

- There is no specific “entry age” for membership in Altrusa; however, potential members who are middle- and high- school aged are not permitted to become Altrusans; they may join an ASTRA club through their school. There is no “retirement” age. We are always looking for **energetic, service-minded members of any age.** (<http://altrusa.org/Who-We-Are/AltrusaFAQs.aspx>; Altrusa International)

Who joins and why?

- Who are we already recruiting?
 - Does age matter?
 - Other demographics? Gender, race, occupation, etc.
 - Geographic location

Who joins and **why**?

- Why should someone join Altrusa?
 - What is your ‘why?’
 - Perfect your ‘elevator speech’
 - Share what you are already doing for the community and goals for the future
 - What makes us unique?

Who joins and **why**?

- The feeling of being energized and the sense of satisfaction from making a difference
- Expand your horizon and develop a new awareness of needs in your community
- Build on your leadership skills
- Strengthen your personal mission
- Meet new people and develop lifetime friends

Who joins and **why**?

- Promote the value of Altrusa – what can members expect to gain from membership? What can they expect to give?

Efficient meetings: consider location, speakers?

Make member expectations known, consider what it means to be a member in your club— are you asking too much of members?

Challenges

- Time commitment
- Unclear purpose
- Different age/demographics in the group
- Inflexibility of the club
- Membership Dues [Ideas for Membership Dues Payment Plans](#), Altrusa International

Challenges

- Recent nonrenewal reasons:
 - Relocation, employment issues, health issues, other commitments/time constraints, asking too much of members.
- Would a formal exit survey be of value?

Recruitment Strategies

- Recruitment is everyone's responsibility
- Include recruitment goals/objectives in your strategic plan
- Maintain an updated website, including activities calendar
- Add an Altrusan Event
- Keep asking if someone turns down an invitation
- Brainstorming ideas: [Club Revitalization Manual](#), Altrusa International

Recruitment Strategies

- Invite potential members (especially young ones) to help with projects or join in social activities
- Increase visibility in the community
 - host business-after-hours
 - have FUN events
 - be more involved in social and traditional media
 - network with other service organizations/Chamber of Commerce
- Stay in touch with former members
- Place rack cards at grocery store/events/chamber or create a business card to share what we are doing in the community

Recruitment Strategies

Accepting New Members -

- Have a process to accept new members
- Follow procedures from Altrusa International
- Conduct an initiation ceremony
- Conduct an orientation session

Recruitment Strategies

- From the Altrusa Membership Development Facebook page – an article by **Thomas W McKee**, “**The Seven Deadly Sins of Recruiting Volunteers**”

Do's and Don'ts of
Membership Recruitment

Recruitment Strategies

- From the Altrusa.org website, Membership Development, **Chris Collie, Recruitment and Retention Tips”**

Get me.

Guide me.

Root for me!

Recruitment Strategies

They may forget what you **said...**
but they will never forget how
you made them **feel.**"

Carl W. Buechner

Recruit, **Retain**, Revitalize

How can we better serve our existing members?

- Clarity
- Flexibility
- Inclusion
- Share success stories
- Attend Conference/Convention
- Network with other clubs
- Solicit suggestions for improvements

[Club Revitalization Manual](#), Altrusa International

Recruit, **Retain**, Revitalize

- Make personal calls and contact with members, not just email and text
- Modernize your procedures, host efficient meetings
- Be open to new ideas, especially from new members

Recruit, Retain, **Revitalize**

- Engage and educate new members – give them a voice!
- Appendix A: Forty Potential Members in Four Minutes'
- Appendix F: Revitalization Schedule
- Appendix G: Building Membership as a Club Project

[Club Revitalization Manual](#), Altrusa International

Recruit, Retain, **Revitalize**

- Have social event to revitalize own club (trip, after meeting, social event, paint and sip, picnic/get together)
- Have diverse activities
- Sit next to someone new
- Be inclusive with projects
- Consider starting an ASTRA club in your area

Summary

- Remember what being an Altrusan is all about, and share it with others
 - Meaningful, purpose driven service projects and involvement opportunities
 - Perfect your 'elevator speech'
- Make a membership goal

Thank you!

Questions?