Recruitment, Retention, and Revitalization

Peggy Collins, District Five Membership Chair
Courtney Seibert, District Five New Club and Revitalization Chair
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](https://www.altrusa.org), 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?