



MEMBERSHIP OLYMPICS 2023-2024

*Employing Best Practices for a
Vibrant Altrusa Club*

DEBBIE McBEE, Governor

WHAT ARE THE MEMBERSHIP OLYMPICS?

To help strengthen our district clubs, we have created a District Twelve Membership Olympics that focuses on applying different known strategies that can **help retain current club members and attract new members, making your club more vibrant and energized.**

The Membership Olympics is not a competition directly between clubs as much as an opportunity for every club to apply best practices. Resources will be provided by the district for each game.

WHY PARTICIPATE?

When a positive spirit is alive within our Altrusa clubs, we inspire our current members and our communities...and when our communities are inspired by our service and our presence, we inspire new members. It's a powerful cycle.

Thriving service clubs have certain "best practices" that are part of their club culture.

Thriving clubs know that their Altrusa volunteer members want:

- to improve our communities through regular hands-on service,
- to get to know one another and have fun and fellowship together,
- to be allowed to share our ideas, actively contribute, and be treated with respect,
- flexibility to participate as our age, health and schedule permits, and acceptance of whatever that level of involvement is,
- to not be over-used or burn out; we all have lives outside of Altrusa
- to use and further develop our personal talents and skills,
- sometimes to hold leadership roles, but others may just want to help, and
- periodic shout-outs that show appreciation of our work, even though most don't seek recognition.



WHEN WILL THIS HAPPEN?

The District Twelve Membership Olympics will begin on **November 1, 2023 and end on April 30, 2024.** Each club is encouraged to participate over those 6 months.

HOW DOES A CLUB PARTICIPATE?

There are twelve (12) "Games" in the Membership Olympics. The "games" include a variety of intentional activities that facilitate retaining current members, enjoying service and social events together, and connecting with prospective members.

These "Games" may be done *in any order* and *at any time* during the official Olympics dates.

Each game has specific directions, a rationale for why that strategy is important, downloadable resources provided by the district to facilitate success in the activity, and what the club must do to submit proof of participation.

We recommend that clubs plan to do 1-2 games each month over the six-month Membership Olympics time period to gain the greatest benefit from this opportunity.

HOW DOES OUR CLUB SHOW OUR RESULTS?

Each game specifies how to show your proof of game completion. There will be a Membership Olympics link on the District Twelve website home page (<https://altrusadistricttwelve.org>) that allows the Club President or club designee to upload the information needed to show what you did (that might be a brief summary, a photo, or other info).

Results must be reported after your club has completed each "Game", not just at the end in April.

IS THERE A WINNER AND PRIZES?

At our District Twelve Conference in Olympia in May, 2024, all clubs who participate in the Olympics on any level will be recognized.

Below are the categories of District Twelve Membership Olympics Medal Winners:

- **GOLD MEDAL:** Every club that completes 100% (all 12) of the games
- **SILVER MEDAL:** Every club that completes 75% (9 of 12) of the games
- **BRONZE MEDAL:** Every club that complete 50% (6 of 12) of the games
- **Participant:** Any clubs that complete any portion of the games.

The Gold, Silver and Bronze Medal Clubs will receive a prize during the Membership Olympics Celebration at our District Conference in Olympia.

WHO DO WE CONTACT FOR QUESTIONS?

If you have any questions, email Nancy Gill, District Membership Chair, at ncgill@comcast.net. She and other District Membership Committee members can provide additional information and support.



MEMBERSHIP OLYMPICS GAMES

November 1, 2023 - April 30, 2024

Below are the categories of District Twelve Membership Olympics Medal Winners that will be recognized at the District Twelve Conference in May. These “Games” may be done *in any order* and *at any time* during the official Olympics dates.

- **GOLD MEDAL:** Every club that completes 100% (all 12) of the games
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Identify: Appoint a Club Membership Chair

- **Appoint a Club Membership Chair** to help champion membership development in your club.
- **Have your Membership Chair participate in at least one District Membership Council meeting (dates are 11/27, 1/22, 2/26, 3/25, and 4/22).**

Rationale: Having a member designated as the Membership Chair helps coordinate and motivate action to achieve club membership goals. Sharing resources within the Membership Council helps strengthen membership efforts in our clubs.

Resources: Club Membership Chair Position Description; list of Membership Council meeting dates

Membership Council Zoom

link: <https://us02web.zoom.us/j/88647219364?pwd=aVB1b0xXVGp0ZkJKJnExYWxBjZ2R0Zz09>

Meeting ID: 886 4721 9364,
Passcode: Altrusa



Scoreboard Data to submit:

Name of Club Membership Chair and one date that she/he participated in the Membership Council meeting.



Envision: Define Your Club Membership Goal

- **Discuss what’s realistic for your Club Membership Goals:** Identify the total number of members you want to have in your club by April 30, 2024, taking into consideration retention of your current members and attracting new members this year. While your club will not be required to meet your membership goal, make it an aspirational and achievable goal and go for it!
- **Remember** that for the 2023-2025 biennium, our District strategic plan membership goal is for every club to have at least 25 members and for every club to have a net gain of at least 3 members by the end of this biennium.

Rationale: Goals can be powerful because they allow us to imagine our ideal future and guide us in creating a roadmap to get us there.

Resources:

Creating SMART Membership Goals: [https://www.mpi.org/docs/default-source/chapter-leader/membership/membership-team-roles-and-responsibilities/creating-smart-membership-goals.pdf?sfvrsn=f466bc5a_2#:~:text=A%20SMART%20goal%20might%20be,Time%20Bound%20\(one%20month\)](https://www.mpi.org/docs/default-source/chapter-leader/membership/membership-team-roles-and-responsibilities/creating-smart-membership-goals.pdf?sfvrsn=f466bc5a_2#:~:text=A%20SMART%20goal%20might%20be,Time%20Bound%20(one%20month))



Scoreboard Data to submit:

Your club Membership Goal that you will try to achieve by April 30, 2024 : *“By April 30, 2024, the Altrusa Club of (location) will increase membership by ### members to a total of ###”*



Connect: Improve Social Connections at Club Meetings

- At two meetings, **appoint a greeter** to welcome members and guests as they arrive.
- We are creatures of habit and often sit near the same people. For at least two meetings, **have members sit in different places** to get to know one another better and to help break up any potential cliques (eg. members can pull a colored paper out of a basket as they arrive and sit at that colored table or set of chairs, or can answer a question about themselves as they introduce themselves).

Rationale: Vibrant clubs create opportunities for members to connect with one another and to increase the sense of belonging to the club, especially with newer members. One easy way to do this is to welcome members and guests as they arrive and to periodically have members sit in a random seating arrangement or do a short icebreaker to share information so that they can get to know each other better.

Resources: Teambuilding Icebreaker Activities: <https://teambonding.com.au/i-hate-team-building-icebreaker-games-for-introverts-and-sceptics/>

100 Icebreaker Questions: <https://www.kraftylab.com/blog/icebreaker-questions>

Creating Random Groups: <https://the-teacher-next-door.com/fun-ways-to-create-random-groups-in-the-classroom/>

Additional resource: <https://hbr.org/2019/09/to-build-an-inclusive-culture-start-with-inclusive-meetings>

Scoreboard Data to submit: Share the names of your greeters from two meetings. Identify the way you changed the seating plan or what icebreaker you did for two meetings.



Impact: Serve Others Together while Increasing Altrusa Visibility

- Plan and conduct a **hands-on service project** that helps a person(s) or non-profit in need.
- **Wear an identifying Altrusa logo item** (t-shirt, hat, apron, nametag, etc) while doing your service project to raise awareness of Altrusa. Involve as many members as possible.
- **Set up an Altrusa Information Table** or hand out Altrusa brochures or other marketing materials

Rationale: We are a service organization. Volunteering together to do hands-on projects not only helps the beneficiaries of the project but also helps members forge friendships and connections with other members, gives us a sense of purpose, and can be an opportunity to build upon our personal skills.

Resources: Service project planning tool on District Twelve website <https://altrusadistricttwelve.org/>

Scoreboard Data to submit: Include brief description of hands-on project, how many members participated, and a photo of Altrusans in logo gear at project (don't forget to use a photo release form)

BONUS OPPORTUNITY: Bring a friend to the service project.

BONUS OPPORTUNITY: Promote International President Linda Smith's Intentional Acts of Kindness project and have members log in their "acts" on the International website. <https://login.altrusa.org/service/>

Have Fun: Hold a Fun Member Activity



- **Organize a fun social event** to network and get to know each other better

Rationale: Vibrant clubs know that in addition to working together, we need periodic social events to relax and have fun, and build a sense of belonging to the Altrusa family. Also consider trying a family-friendly event.

Resources: 50 Ideas Guaranteed to Inspire your Next Social Event: <https://humanitix.com/us/blog/50-ideas-guaranteed-to-inspire-your-next-social-event>

Scoreboard Data to submit: Brief description and photo of social event

BONUS OPPORTUNITY: Do a service project followed by a member social. Consider inviting prospective members.



Inform: Survey Your Club

- Have at least 60% of your members complete the anonymous Club Evaluation Survey **emailed on November 1 by the District Twelve Board**. Members must complete the survey by January 10, 2024. Game results due by January 15, 2024.

Rationale: Survey responses provide you with immediate feedback on members' perceptions of your club dynamics and their experience as an Altrusan. This will help you understand what your members appreciate about your club as well as opportunities to further strengthen your club and engage your members. Survey results will be summarized by the District and shared with each respective Club President.

Resources: Club Survey from District –distributed Nov 1

Scoreboard Data to submit: The District will notify each Club President of the number and percent of responses you have by December 15th and January 10th. Upload the percent participation when you are ready to do that, up until January 15.



Reflect and Retain: Conduct a Club Survey Results Discussion and Try One New Thing

- Schedule a time during a meeting or other member gathering to **discuss your summarized Club Evaluation Survey results** and brainstorm together on ways to continue to engage and excite your current members and potentially address any additional needs. This can be done as a whole club or in small groups with club board members present.
- **When's the last time your club tried something new?** It can be very easy to fall into a routine. Routines can lead to boredom. Boredom leads to people leaving. From your club discussion, think about your projects, fellowship activities, and meetings. Identify one new idea or one thing that your club could try changing that may help your members thrive. The possibilities are endless. The worst that happens is you try something new and don't like it. But if you don't try, you'll never know.

Rationale: Your members are the lifeblood of your club –they bring your club's mission to life. Retaining our current members is much easier than recruiting new members, but to keep having members renew, they need to feel valued, involved and listened to. Survey results provide essential insight into club leadership and club members' experiences. Some responses may offer great new ideas and others may be a little hard to hear but can be a valuable tool for growth. New ideas can lead to new opportunities and can be a "trial" change for a limited time to see if it helps.

Resources:

Member Retention 101: <https://resources.wildapricot.com/thankyou/member-retention?submissionGuid=a7ad66c3-6579-441f-b4a9-ded19b3685f7>

Facilitating Effective Group Discussions: <https://diversity.unl.edu/Facilitating%20Effective%20Group%20Discussions-1.pdf>

Facilitating Difficult Conversations from Within a Group: <https://www.csuci.edu/ombuds/diy/interpersonal-conflict-and-negotiations/stealth-facilitation.htm>

The Four Principles of Change Management: <https://www.mindtools.com/ahpnrq/the-four-principles-of-change-management>

Scoreboard Data to submit: Brief summary of when you conducted your club discussion, at least one new idea that your club will try to improve your club member experience. and when you plan to try your new idea.



Recognize: Celebrate Contributions of an Altrusan

- Recognize and celebrate your club members for contributions big or small: for work they may think goes unnoticed, coming up with an innovative idea, overseeing a successful project, or even simply carrying out a few small tasks to help another member. You can recognize them as an Altrusan of the Quarter, as a shout out at a meeting, or in other ways. Share these stories on your club's social media pages and in your club newsletter, when possible.
- You can also share your recognized member info with District Membership Recognition Coordinator Marilee Breselow, if you're willing to.

Rationale: Recognition helps members see that they are valued and that they contribute in meaningful ways to the success of their club. It may also help to connect and retain members. Recognition also allows us to celebrate one another in our Altrusa family.

Resources:

How to Demonstrate Volunteer Appreciation for nonprofits: <https://www.classy.org/blog/volunteer-appreciation/>

The Ultimate Guide to Effective Volunteer Appreciation: <https://www.wildapricot.com/blog/volunteer-appreciation-guide>

Scoreboard Data to submit: Submit the name of one person your club recognized, a brief description of what they were recognized for, and a photo.



Grow: Add at Least Two New Members from Nov. 1 to April 30

- **Complete "40 Members in 5 Minutes" activity** as a club
- **Discuss with your club the role the Membership Committee** and individual club members each have in membership growth, and your Club Membership Goal from Game Two.
- **Support club growth by planning an activity** that attracts prospective members and enables you to explain the benefits of being an Altrusan, and initiate at least two new members. (Get creative! This can be a service activity intentionally including prospective members, a game night, a potluck meal, a scheduled chat in a coffee shop, a club social activity with prospective members invited, or any other fun way to connect with potential new members). Try to expand your exposure to prospective members of different age ranges and personal skills to strengthen your club.

Rationale: Although the Membership Committee leads the club's recruiting efforts, attracting new members is a responsibility of every club member. All members should reach out to friends, family, business associates, and other community members to share what they love about Altrusa, invite them to a meeting or event, and ask them to join. Personally connecting with prospective members is the most effective way to get new members.

Resources: Add an Altrusan Month Plan; 40 Members in 5 Minutes activity sheet; 99 Ways to Get New Members for your Organization: <https://www.wildapricot.com/blog/ways-to-get-new-members>

Scoreboard Data to submit: Upload the names, a photo and how two new members that you initiated between November and April heard about Altrusa.

BONUS OPPORTUNITY: Plan an additional "Add an Altrusan Month" activity in April to appeal to prospective members who may appreciate the discounted dues from December through April.



Educate: Conduct New Member Orientations

- As you prepare to initiate new members, provide an informational orientation program that teaches new members about a brief history of Altrusa International, your local club, and the benefits and expectations of being an Altrusan. During orientation, share opportunities for Altrusa service and leadership, how to engage in club activities as a new member, and welcome them into our organization.
- Explain the role of their sponsor as a resource and advocate for new members in your club. Your club can find creative ways to orient new Altrusans, individually or as a small group, and can even do periodic club-wide reminders of the basics of Altrusa membership, if desired.

Rationale: Research has shown that clubs that conduct thorough new member orientation programs and have a strategy to engage their new members from the beginning also have higher member participation and retention rates.

Resources: Altrusa New Member Orientation resources;
Impactful Ideas for an Engaging New Member Orientation: <https://memberclicks.com/blog/blog-new-member-orientation/>

Other orientation resources on District Twelve website:
<https://altrusadistricttwelve.org/>

Scoreboard Data to submit: Upload a summary of what you did for their orientation program.



Share: Tell your Altrusa Stories to your Community

- **Share your club stories** and what you love about Altrusa with your community to build Altrusa name recognition, awareness of the impact of Altrusa on your community, and to appeal to prospective members.
- Use at least two of the following marketing methods to share Altrusa stories:
 - » Upload new photos to your club website
 - » Create and share a QR code to attract prospective members to your club website or the district website, or to an event you are hosting
 - » Post to social media (Facebook, Instagram, LinkedIn) regularly so that your club's platforms stay current with club updates, photos, service opportunities or stories that support Altrusa membership
 - » Submit press releases to traditional media (newspapers, radio or television) to share information about your club activities
 - » Update and distribute your club brochures and/or business cards
 - » Have your club members practice giving an effective 30-second elevator pitch that would appeal to prospective members

Rationale: Altrusa clubs provide experiences, impactful service, friendships, personal growth and memories but frequently do not create publicity for what we do. Marketing is a powerful tool for sharing your stories with your community, providing an opportunity to promote Altrusa and its impact, and increase name recognition.

Resources: Mastering Social Media for Clubs: Going Beyond Likes and Shares: <https://www.storyteller.mn.com/ccm/social-media-for-clubs/>

Other orientation resources on District Twelve website: <https://altrusadistricttwelve.org/>

Scoreboard Data to submit: Upload two examples of how you shared your club story and include a photo, image or document when possible.





Teach: Have an Altrusa-themed Program Meeting

- Have a club program meeting that educates your members about what your different committees do, what your club board does, and the variety of leadership roles available in Altrusa.
- Timing: **Do this game sometime from November to February**, prior to March club board elections and Club Committee sign-ups.

Rationale: Many new and seasoned Altrusans may not know the specifics of club committees that they have not served on, may not know about leadership opportunities in the club, district and international levels and what your various projects are. Taking time to share this information annually helps all members to make informed decisions as they choose committees to serve on and they consider potential leadership roles, in addition to being able to better explain what Altrusa is to prospective members.

Resources: Club and District Committee descriptions, Club and District Board position descriptions, Altrusa International Organizational Chart, District Organizational Chart; Altrusa Trivia activities on [District Twelve website https://altrusadistricttwelve.org/](https://altrusadistricttwelve.org/)

Scoreboard Data to submit: Provide a brief summary of the information you included in your Altrusa-themed program meeting and if you did anything creative to make it more engaging.

WHERE DO WE RECORD RESULTS?

The SCOREBOARD DATA DOCUMENT for your club can be accessed through the Altrusa District Twelve website.

WHO DO WE CONTACT FOR QUESTIONS?

If you have any questions, **email Nancy Gill, District Membership Chair, at ncgill@comcast.net**. She and other District Membership Committee members can provide additional information and support.



DISTRICT TWELVE MEMBERSHIP COMMITTEE

Nancy Gill - Chair
Hilary Harrison - Recruitment
Sally Zalac - Retention
Marilee Breselow - Recognition
Matty Alvarez - Education & Enrichment
Dena Burian Blacklaw - Jumpstart Revitalization Chair
Marla DeHope - Jumpstart Team
Morgan Rauch - Young Professionals