ALTRUSA International | Leading to a Better Community®
District Twelve

MISSION 4 MEMBERSHIP CHALLENGE

Together we build Altrusa,

ONE PILLAR AT A TIME.



This Membership Pillars Challenge is from September 1, 2026, through April 30, 2027

Altrusa District Twelve — Membership Pillars Challenge

September 1, 2026 – April 30, 2027

PILLAR 1 — Membership Growth

Pillars 1–3 involve building membership.

Increase membership by **15% net growth** between **June 1, 2026,** and **April 30, 2027**.

- Clubs with **25 members or fewer** add **three** new members.
- Clubs with **26–50 members** add **five** new members.
- Clubs with **51 or more members** add **seven** new members.

Scoreboard Data to Submit:
"Submit the names and a photo of new members with their sponsors that you initiated between June 1, 2026, and April 30, 2027." **Please complete all bullet points.**

PILLAR 2

ENVISION AND IDENTIFY

- Appoint a Club Membership Chair to champion membership development.
- Discuss the role of the Membership Committee and individual members in membership growth, including the number of members needed to reach Pillar 1.
- Identify realistic membership goals for April 30, 2027, considering retention and recruitment.

Rationale:
Designating a Membership Chair helps coordinate and motivate action toward club membership goals. Sharing resources within the Membership Council strengthens membership efforts across clubs.

Scoreboard Data to Submit:
Provide the name of your Club Membership Chair and a summary of your membership-goal discussions. **Please complete all bullet points.**

PILLAR 3 — Celebrate Membership

- Hold a new member or guest event: i.e., “Meet and Greet” or “Informational Event”
- Make joining your club a celebration! Hold a special initiation ceremony and present new members with pins, nametags, or logo items.
- Organize a fun membership activity or social event to help members connect. Share your activity on social media.
- Share new members and celebrations on social media and newsletters. If needed, send photos to **Dena Burian Blacklaw** for posting.

Scoreboard Data to Submit:
“Submit pictures of your membership activities and celebrations that you shared with social media, newsletters, etc.” **Please complete all bullet points.**

PILLAR 4 — Communication

Pillars 4–5 involve building communications.

- Share your Altrusa stories with the community using social media, newsletters, and other platforms to build recognition and awareness.
- Host an Altrusa information table at a community event with photos, brochures, banners, and membership forms. Include a QR code linking to your club website.
- At two meetings, appoint a greeter to welcome members and guests.
- For at least two meetings, encourage members to sit in different places or use an icebreaker to help members get to know one another.

Rationale:
Vibrant clubs create opportunities for members to connect and increase their sense of belonging, especially newer members. Welcoming guests and periodically changing seating arrangements, or using icebreakers, help members build relationships.

Scoreboard Data to Submit:
Provide the names of greeters from two meetings, describe your seating changes or icebreakers, and share photos of your information tables**. Please complete all bullet points.**

PILLAR 5

PROMOTE

- At one or more fundraising events, post on social media about upcoming activities. Invite community participation and involve non-members as volunteers.
- Host an event, project, or information session targeted to a group you'd like to involve as members—community partners, supported organizations, etc.
- Wear current identifying Altrusa logo items (t-shirt, apron, nametag, etc.).

Rationale:
Volunteering together and engaging with the community promotes Altrusa, strengthens community connections, and deepens member relationships.

Scoreboard Data to Submit:
Provide a brief description of your promoted events and submit photos that clearly show Altrusa logos. **Please complete all bullet points.**

PILLAR 6 — Recruitment & Orientation

Pillars 6–7 involve leadership.

- Hold orientation that includes membership responsibilities such as service commitments, meeting attendance, and willingness to take on roles.
- Provide a fact sheet with club, district, and international details, dues, and past projects. Orientation should cover Altrusa's history, bylaws, committees, and service opportunities.
- Conduct a 3-month follow-up with new members by the President or Membership Chair to increase connections and retention.

Scoreboard Data to Submit:
Submit a list of membership responsibilities, and ensure everyone has a sponsor or mentor. Give examples of follow-up meetings. **Please complete all bullet points.**

PILLAR 7 — Leadership Development

FOSTER LEADER TRAITS, TRAINING, AND RESOURCES

- Encourage members to attend the Fall and Spring District Twelve workshops.
- Encourage members to serve on committees, lead projects, take initiative, and adapt to changing needs.
- Attend President's Council and Membership Council meetings to share leadership strategies and best practices. Utilize support and visits from district leadership champions.

Scoreboard Data to Submit:
List leadership strategies provided to your club and attend three President's Council meetings and three Membership Council meetings, including the dates attended.
Please complete all bullet points.

PILLAR 8 — Service & Visibility

Pillars 8–10 involve service.

SERVING OTHERS WHILE INCREASING VISIBILITY

- Plan and conduct a hands-on service project that benefits a nonprofit organization and share before-and-after pictures on social media.
- Wear an identifying Altrusa logo during service projects to raise awareness. Involve as many members as possible.

Scoreboard Data to Submit:
Submit pictures of your hands-on service project showing current identifying logos.
Please complete all bullet points.

PILLAR 9 — Serving Your Community

- Collect and distribute essential items such as food, books, hygiene products, backpacks, and school supplies while promoting member participation and wearing current Altrusa logos.
- Participate in community projects such as United Way's Day of Caring, Make a Difference Day, etc.

Scoreboard Data to Submit:
List essential items distributed and describe your Day of Caring project. **Please complete all bullet points.**

PILLAR 10 — International & Special Programs

Choose two projects.

- Days for Girls – Create menstrual care kits for women and girls in need.
- Support families during the holidays, such as Adopt-a-Family, etc.
- Write cards to military personnel, senior facilities, etc.
- Choose your own international or special program.

Scoreboard Data to Submit:
Describe the two projects your club selected and encourage a 20% participation from members.

WHAT ARE THE MEMBERSHIP PILLARS?

District Twelve created the Membership Pillars Challenge to help clubs apply proven strategies that retain current members and attract new ones, making clubs more vibrant and energized. This is not a competition but an opportunity for every club to apply best practices.

“To help strengthen our district clubs, we have created a District Twelve Membership Pillars challenge…”

WHY PARTICIPATE?

A positive club spirit inspires members and communities, creating a cycle that attracts new members. Thriving clubs share best practices such as:

- Hands-on service
- Fellowship and fun
- Respect and inclusion
- Flexibility in participation
- Avoiding burnout
- Using and developing personal talents

- Opportunities for leadership
- Appreciation and recognition

WHEN WILL THIS HAPPEN?

The Membership Pillars Challenge runs from **September 1, 2026 – April 30, 2027**.

HOW DOES A CLUB PARTICIPATE?

There are **ten (10) Pillars**. Each includes directions, rationale, and proof requirements. Clubs may complete them in any order. Completing 1–2 Pillars per month is recommended. **Please submit your results quarterly so that everything is not submitted all at once. Results must be submitted by May 1, 2027.**

HOW DOES OUR CLUB REPORT RESULTS?

Submit proof of completion after all Pillars are finished. Email results to:
ritalawless8585@comcast.net

ARE THERE WINNERS?

Recognition will be given at the District Twelve Conference in Eugene Or. (May 2027):

- **Gold Pillar:** 100% completion (all 10 Pillars)
- **Silver Pillar:** 75% completion (7 Pillars)
- **Bronze Pillar:** 50% completion (5 Pillars)
- **Participant:** Any level of completion

WHO TO CONTACT

For questions, email:
Rita Lawless, District Membership Chair
ritalawless8585@comcast.net