



## **6 Reasons Why Effective Communications Is Important to Your Club**

**1. Builds and maintains relationships.**

Relationships are built and maintain by positive encounters with others.

**2. Facilitates Innovations.**

When club members feel comfortable in openly communicating innovative ideas, cooperation and innovation will be at an all-time high.

**3. Builds an Effective and Productive Club.**

Open and timely communication within the club, with the District and International builds a more cohesive and positive club. Effective communication boost club member's morale.

**4. Managing Club Members.**

When club presidents are good communicators club members are more likely to know their responsibilities to the club and what is expected of them. Effective communication skills build better relationships within the club and creates common goals.

**5. Contributes to the growth of the club.**

A lack of communication can lead to the collapse of any organization. Perhaps a bold statement but without effective communication, internally (within the club) and externally (with the District and International) your club will struggle to survive.

**6. Effective communication ensures transparency.**

When regularly communicating both internally and externally your club remains more transparent. This is important in building trust in your club, in your brand, and services and internally when it comes to the trust club members have in their presidents and board members.

## **Communicating with District and International**

### **District**

Know your District Board members. Have their addresses (email and snail mail) and phone numbers. Use them.

Make sure your treasurer notifies the District treasurer of changes to any of your members addresses, (email, snail mail) phone numbers.

Make sure the International database is up to date with your member's information. Designate someone in your club to be responsible for this. It is not user friendly. Where do you find it? Contact Tanika Wilson, Executive Director, Altrusa International for help.

Provide the District Governor with an email address that will receive information from the District. Ideally the club president, but if not than assign someone in your club that regularly checks their email and is good at passing on information. Remember it's a courtesy to acknowledge receipt of messages from District.

Be familiar with the District Service Bulletin (DSB). Make sure all your club members receive the DSB.

### **International**

Do you have a password to access Membership Login from the International web site?

How to get a password.

Know your International Board members. Have their addresses (email and snail mail) and phone numbers. Use them.

Be familiar with The Altrusa Compass and International Altrusan – two publications from International.

Read other club's newsletter for ideas and information.

Lots of information from the International web site. Review it, use it.

### **Why is communicating with District and International important?**

Keeps you and your club informed.

Learn from other clubs, get new ideas, share ideas.

Let District and International what's working and what's not working. Something can't be fix or addressed if they don't know there is a problem.

You're not in this alone. Use the resources available to help build your club, answer questions, solve problems.