

Governor Pat's Monthly Newsletter



January 2021

A new year - 2021

I am so done with 2020. How about you? I look forward to 2021 and all that it has to offer; new opportunities, new beginnings, promises of better times, and a healthier and brighter new year for everyone. Despite the awful impact of COVID-19 on virtually all sectors of our lives; the loss of loved ones, the loss of jobs; the impact on our freedom to gather and socialize safely and so many other restrictions and mandates, we as Altrusans continued to serve our communities and one other in a variety of ways. We continued to grow our clubs (kudos to San Diego North County Coastal and Reno/Sparks); to make a difference in our communities and reached out to family, friends, neighbors, and strangers to provide assistance and hope when and where it was needed.

As we transition from one of the most historic years of the century and into the hope and promise of 2021, I want to thank you for all your support and love during this crazy year. Even though we will all continue to be impacted by the pandemic for a while yet, still wearing our masks, sanitizing, keeping our distances and zooming our meetings and Conference I believe 2021 will be a year of new hope, healing, and recovery.

Thank you for all you do for Altrusa and one for other. Best wishes for a healthy and happy New Year.

In Altrusa Service,
Pat



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2019-2021 Biennium Goals

Membership

- Build on the New Club Building momentum.
- Expand on the club revitalization efforts.
- Achieve a net gain of at least 2 new members per club.
- Create at least one Virtual Club.

Service

- Develop membership recruitment strategies that clubs can use at their service projects.
- Encourage clubs to partner with other community service organizations.
- Consider a District wide service project.

Marketing

- Expand the use of social media to improve communication and market the Altrusa name.
- Encourage clubs to use the marketing information available on the International website.
- Consider membership with the local chamber of commerce to market the Altrusa name.

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*Each day is a new beginning.
It's another chance to learn more about ourselves,
to care more about others,
to laugh more than we did,
to accomplish more than we thought we could, and
to be more than we were before.*

Condolences

Condolences to the Altrusa Club of Long Beach and the passing of a long-time member, Elaine Marks on December 14, 2020. Elaine had been a member of Altrusa since 1975. In addition to Altrusa, she was very active in local non-profits, and served on the Board of Directors for The Guidance Center (mental health support for low income families) and Fine Arts Affiliates (CSULB). She and her husband Tom were key players in the Long Beach club's past fashion show fundraisers and recently hosted their annual wine tasting fundraisers in their oceanfront condo. She will be greatly missed by her community and Altrusa.

Reminders

- BRR requests due to Second Vice Governor, April Smith secondvicegovernor@altrusadistricteleven.org by February 1st.
- Find ways to bring in new members even during this pandemic. It is up to each of us to invite and engage potential new members at every opportunity.
- It's never too late to request Revitalization Funds from the District to help with your club revitalization plans and/or membership recruitment.
- Deadline for next round of grant funding is **March 15, 2021**. Encourage your club to apply.
- Remember to elect delegates and alternates for the Virtual District Conference. They are still needed and just as important even though we're doing a Zoom conference.
- Continue to be safe. Wear your masks, wash your hands, sanitize, and practice social distancing until we can once again be together, face-to-face.

Save the Date

"Blast into Service"

2021 Virtual District Eleven Conference
April 30-May 2, 2021
Hosted by Altrusa Club of Central Coast

Altrusa International Convention 2021

July 28-31, 2021
Charlotte, North Carolina

January 2021	Description	Who	Person Responsible	Notes
Jan 1	Happy New Year	Local Club	All	
Jan 1	First week in January, ASTRA scholarship applications available	Local Club	Club President	Due MARCH 15 TO International ASTRA Chair
Jan 1	Elect Nominating Committee	Local Club	Club President	
Jan 1	Club Presidents prepare for District Award Entries	Local Club	Club President	Review for criteria and submissions
Jan 1	Consider and review BRR requests from club members	Local Club	Club President	BRR requests due from clubs to 2 nd vice governor, April Smith by Feb 1st
Jan 18	Martin Luther King Jr. Day	Local Club	All	

February 2021	Description	Who	Person Responsible	Notes
February	Plan for Conference fee to be sent to District Treasurer by Feb 15 th	Local Club	Club Treasurer	
February	Nominating Committee presents slate of candidates to membership	Local Club	Club President	
Feb 14		Local Club	All	Celebrate safely with those you love.
Feb 15	Conference Fees due to District Treasurer as applicable.	Local Club	Club Treasurer	
Feb 15	Elect delegates and alternates for Virtual District Conference	Local Club	Club President	Number of delegates and alternates determined by number of club members as of 1/31; 1 per 15 or portion thereof.
Feb 15	President's Day	Local Club	All	A day to honor all who have served as President, not just George Washington, the first President of the United States.
Feb 20	World Day of Social Justice	Local Club	All	Recognizing the need to promote social justice including efforts to tackle issues such poverty, exclusion, gender equality, human rights and social protections.