

2021-2023 BIENNIUM GOALS

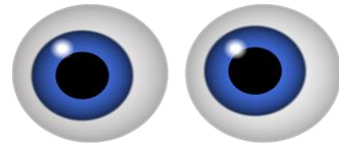
Here are my Goals:

1. **MEMBERSHIP:** each club to recruit three new members; educate and motivate members;
2. **SERVICE:** submit a club strategic plan to the District Governor; participate in a district wide service project; submit your club projects for the DSB;
3. **MARKETING:** continue to expand the use of social media; participate in the newsletter contest; learn how to “market” your club;

DSB articles are due by September 20 in order to reach our October 5 deadline. Share those wonderful club articles!

YOU Are Public Relations!

Within the community, you are the **public relations** team of Altrusa. Your Club and what it does, your members and who they are, are what matter the most to the people to whom you provide service. Be sure the word gets out, both before you present a fundraising event to generate interest and after a project is completed to promote what has been accomplished. It can lead to future information about Altrusa in every news release. Spread the word on everything you do, every way you can. Do not be humble! Use newspapers-daily, weekly, supermarket sheets, whatever. Remember, local radio stations and cable TV stations can give you free coverage in the form of public service announcements (PSAs). As President, have yourself or a committee chair available for interviews for print or broadcast media. Make it **your** business to know what programs exist where this is possible. Never miss an opportunity to include information about Altrusa when promoting a particular project. Use social media and every cutting-edge communication tool to which you have access. Talk about Altrusa activities to your friends. Not only may it lead to new members, it will generate support for a project when you need it. As Club President, remember **YOU** and your members are the best public relations a Club can have!



Leadership/Membership Workshop; Led by Jeri Fulgham and Antoinette Thorburn on Saturday, November 6, 2021, 1pm, Zoom; clubs will receive \$10 for every member that registers.

COMMITTEE POSITIONS

REMEMBER to please update all of your membership changes and additions in Group Tally. We want to know who your membership chair, literacy chair, club board, etc. are.

District Wide Literacy Project- “United Through Reading” will be announced soon. We will use this project for this 2021-2023 biennium. More information to come.

Communications Chair Corey Johnson is having a Club Newsletter contest due March 1, 2022. See DSB for more info or contact Melinda or Corey for more info.

WORLD FOOD DAY is October 16. World Food Day is celebrated to promote global awareness and action for those who suffer from hunger, and to highlight the need to ensure healthy diets for all. Plan a service project!

INTERNATIONAL BIENNIUM CALENDAR-September

SEPTEMBER 2021	SUBJECT	WHO	RESPONSIBLE PERSON	NOTES
09/1/2021	Governor's Newsletter	2021-2023 Governor	Governor	
09/01/2021	Start organizing your Make a Difference Day	Local club	Club president	MADD-10/23/21; Send your synopsis to international;
09/01/2021	Encourage members to become Club 21 members	Local club	Club membership chair	Cost: \$21
09/01/2021	Consider making a Club donation/application to the International Foundation Grants Program	Local Club	Club President Grant Due: 9/15 to International Office.	determine if Club should apply for an Int'l Grant. <i>Consider making a donation to a program of your choice.</i>
09/01/2021	Start thinking about projects to submit for Mamie L. Bass Service, Letha H Brown Literacy, and Nina Fay Calhoun Int'l awards	Local club	Club committee chairs	Applications are on the website. Check altrusa.org for ideas. Due 3/1/22
09/08/2021	Int'l Literacy Day, this is a great opportunity to introduce a new literacy project	Local Club	Club president assigns	Plan a literacy event and share with the district board
9/12/21	National Grandparents Day	Local club	Club president assigns	Plan a project with local seniors or combined with another organization
9/25/21	District Board Meeting	District Board	Governor	Via zoom, 1pm.
9/21/21	International Day of Peace	Local club	Club president	Plan to celebrate with your club
9/30/21	Distribute club yearbook electronically	Local club	Club communications chair	Distribute to district board
9/30/21	Strategic Plan	Local club	Assigned by Club President	Due 9/30/21 to Governor and Governor elect

“INTERNATIONAL CHALLENGE”

Let’s all take up International President Kathy Folley’s new International Literacy Challenge, “Changing One Million Lives One Book at a Time.” She is asking each club to donate 500 books or over 500 hours of community service over this biennium. Our collective challenge is to distribute one million books or to devote one million hours of service in this time frame. Together we can do it! Literacy is the foundation for learning. Without strong literacy skills, students will not have equitable access to higher education and career options will be limited. As Altrusa members we know what to do. All clubs in District Eleven have a literacy project in place. Our literacy projects help many people, old and young! So, I challenge YOU to donate books or donate hours. Club Presidents, please send in your project article to District Eleven Literacy Committee chair, Elaine Wilder.

Thank YOU,

Melinda



CREATING WAVES OF CHANGE
66TH DISTRICT CONFERENCE

April 29 — April 30, 2022
San Diego, CA
Paradise Point Resort & Spa



Thank you to Danielle Robello for leading the “How to fill out a Grant” workshop. She did an amazing job with her power-point and agenda. If you would like a one-on-one, please contact her.

Thank you to April Smith for leading the “Strategic Plan” workshop. It was a very interactive workshop with a power-point and member participation. If you need help putting together your Club Strategic Plan, please contact her. Two leaders in our midst!

ALTRUSA DISTRICT ELEVEN BOARD OF DIRECTORS AND COMMITTEE CHAIRS

Governor	Melinda Aguirre	Central Coast	governor@altrusadistricteleven.org
Governor elect	April Smith	San Luis Obispo Co	governorelect@altrusadistricteleven.org
First Vice Governor	Leslie Johnson	Anaheim	firstvicegovernor@altrusadistricteleven.org
Second Vice Governor	Hillary Sloan	Chula Vista	secondvicegovernor@altrusadistricteleven.org
Director/Foundation Liaison	Danielle Robello	Chula Vista	director@altrusadistricteleven.org
Treasurer	Betty Baran	San Diego	treasurer@altrusadistricteleven.org
Secretary	Kathy Girard	San Diego	secretary@altrusadistricteleven.org
Parliamentarian	Carol Latham	Anaheim	Parliamentarian@altrusadistricteleven.org
Immediate Past Governor/Training chair	Pat Zoller	San Diego	trainingchair@altrusadistricteleven.org

ASTRA	April Smith	San Luis Obispo Co	astra@altrusadistricteleven.org
Communications	Corey Johnson	Los Angeles	communicationschair@altrusadistricteleven.org
Service	Tiffany Lau	Eastern Sierra	servicechair@altrusadistricteleven.org
Membership	Antoinette Thorburn	Oxnard	membershipchair@altrusadistricteleven.org
District Service Bulletin/DSB	Eva Salas	Chula Vista	dsbeditor@altrusadistricteleven.org
New Club Building	Gail Swain	Eastern Sierra	newclubbuildingchair@altrusadistricteleven.org
Literacy	Elaine Wilder	Tucson	literacychair@altrusadistricteleven.org
Leadership	Jeri Fulgham	Reno/Sparks	leadership@altrusadistricteleven.org
Webmaster	Eva Salas	Chula Vista	webmaster@altrusadistricteleven.org

Club Visit and Liaison Assignments-

IPG-Pat Zoller	Indian Wells Valley, The West Valley, Tucson
GE-April Smith	Anaheim, Chula Vista, San Diego, San Diego North County Coastal
First Vice Gov-Leslie Johnson	Los Angeles, Monterey, Reno, Eastern Sierra
Second Vice Gov-Hillary Sloan	Central Coast, Golden Valley, Santa Maria, San Luis Obispo County
Director/Foundation Liaison-Danielle Robello	Glendale, Long Beach, Oxnard, San Buenaventura

“LEADING TO A BETTER COMMUNITY”