



## 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;

“The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn. The only way that we can learn is if we are exposed. And the only way that we can become exposed is if we throw ourselves out into the open. Do it. Throw yourself.”

– C. Joy-Bell C.

### LONG RANGE STRATEGIC PLANNING:

*(This kind of goes with my Visionary Leader speech)*

There are many definitions of “strategic”. All have a few criteria in common; namely being, strategic means: (1) the organization takes an outside view of basing their methods and operations on club needs and what they do, (2) the club is proactive; it makes things happen rather than waiting for events to force them to change, (3) the entire club is committed to the journey, not just a few members, and (4) everyone involved is committed to an inspiring vision and purpose. Being strategic also means ensuring the Club is consistently focusing on those directional choices that will best move the Club toward its new future and growth.

If your club needs a blank LRSP form, email me, and I will send it to you. Your club’s LSRP is due to District Eleven by **September 30**.

## REMINDERS:

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.

District Eleven all Member Book Club started on June 22, Tuesday, and will run for 8 weeks. You can join in at any time; 7pm; via zoom, contact [leadershipchair@altrusadistricteleven.org](mailto:leadershipchair@altrusadistricteleven.org) to join. Book we will be reading is “Daring Greatly” by Brene Brown.

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.

Disaster Relief Aid funds are available for Covid organizations. Make a request through your District Governor and receive up to \$2,500 immediately!

**INTERNATIONAL BIENNIUM CALENDAR-JULY**

<b>JULY 2021</b>		<b>WHO</b>	<b>RESPONSIBLE PERSON</b>	<b>NOTES</b>
07/1/2021	Governor's Newsletter	2021-2023 Governor	Governor	
07/01/2021	Send IRS form 990-N (if receipts over \$25,000, send 990 EZ or 990)	District Board, US only	District Treasurer	Due 5 months after the close of fiscal year
07/01/2021	Begin work on club yearbook	Local Club		
07/01/2021	Select a literacy project for Make a Difference Day	Local Club		
07/01/2021	Start thinking about projects to submit for Mamie L. Bass Service, Letha H Brown Literacy, and Nina Fay Calhoun Int'l awards	Local Club		Applications are on the website. Check altrusa.org for ideas.
07/10/2021	Reinstatement fee of \$10 will be added to membership dues (\$55 membership + \$10 reinstatement fee=\$65)	Local Club	Club treasurer	Contact international staff to reinstate members
7/28/21-7/31/21	International Convention- Charlotte Hilton, Charlotte, NC	All		

**CLUB REVITALIZATION:** Summer time is a great time to have a social function and invite prospective new members. The formula is simple; the execution complex. We know all the ingredients; retain members, both long time seasoned members and new members, and attract new members. Then implement our brand drivers-**Clarity, Flexibility** and **Inclusion**. Ultimately, **Clarity + Flexibility + Inclusion** = Trust and Growth for Altrusa. So, what are you waiting for? Whatever you plan, may it be a Bunco, Bingo, Mad Hatters Tea Party, remember to apply for the Club Revitalization Fund. The application is available at [altrusadistricteleven.org](http://altrusadistricteleven.org). And remember to invite me, I love a good party!

**VIRTUAL CLUB:** On June 23 Southern California Virtual Club held its monthly meeting. They have five members and looking for more. A Virtual Club are for prospective members who live in areas where there is no nearby club. Prospects who live near clubs, but who find that those clubs are not a good "fit" either because of the time they meet or their program/project priorities. A Virtual Club would allow them to support the Altrusa mission and maintain a loose connection to the nearby club. As the new members learn more about Altrusa, they may view the traditional club in a different light. If you have any questions please contact Danielle, [drobello.altrusa@gmail.com](mailto:drobello.altrusa@gmail.com).

**ALL DISTRICT BOOK CLUB:** This book club, moderated by Jeri (leadership chair), is awesome and I have learned some new words to add to my vocabulary, Vulnerability, Wholehearted and Daring Greatly. Please watch "This is Me" (song from movie "The Greatest Showman" sung by Keala Settle, a must-see video!) You can join anytime, contact Jeri. I Dare you to join. See you on Tuesday's!

### 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”**