



# Governor's Touch

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## Reminders

- **November 2**—Make a Difference Day Report due to International. **This is a change from what was previously published.**
- **November 15**—Make a Difference Day Report due to District
- **November 15**—Deadline to submit material for the December *In Touch*
- **November 18**—Mamie L. Bass' birthday
- **November 25**—Day for Elimination of Violence Against Women
- **December 1**—1/2 price dues start
- **December 10**—Human Rights Day



## October Presidents' E-News Now Available On-Line

If you haven't already checked it out, please go on-line at the International website and check out the October Presidents' mailing. You need to log in with your e-mail, as International has it (which means you need to tell them when you change your email address) and password. Then go to the membership tab and click on Current E-News. This is available to all Altrusans. Highlights this month include:

- Recruiting is Like Dating—a funny yet true article about approaching prospective members *for an organization.*
- Leaders in Action! Members take their cues from the club leadership. Have you personally been taking a bit of extra effort to insure current members are enjoying your projects and meetings?
- Altrusa Bookmarks are an Excellent Event or Project Handout. Get your bookmarks now before they are gone as a very limited supply was ordered of this special item.
- Announcing the 2009-2011 New Club Building Incentive Plan. Could your club use a fundraiser netting a minimum of \$1,100 in this year or the next year of the biennium? (Plus \$500 to help cover expenses.)
- Expression of Interest—seeking volunteers for communications audit
- Request for Proposal for the rebranding project.



## New District Strategic Plan

At the September board meeting, the District Board approved the latest version of our strategic plan. This was delayed because I wanted to get your input at conference on what you want from the District. The full plan, including the strategies, is attached and has been posted to the District website. Just the goals and objectives printed here. The Mission and Vision Statements were not changed.

### MEMBERSHIP GOAL: Maximize membership growth.

- #1 OBJECTIVE: Increase District Six active membership by an average of one member/Club/year, as measured on May 31.
- #2 OBJECTIVE: Increase District Six membership renewal to 90%, comparing May 31 and June 30 each year.
- #3 OBJECTIVE: Increase the number of Clubs in District Six above charter strength to 30 by May 31, 2010.
- #4 OBJECTIVE: Increase the number of clubs to 40 by May 31, 2011.

### IMAGE GOAL: Achieve recognition as a major positive influence in our communities.

- #1 OBJECTIVE: Improve communication to our members through a variety of media annually.
- #2 OBJECTIVE: Provide tools to the clubs of District Six to increase name recognition of Altrusa in their communities.

### MEMBER BENEFITS GOAL: Strengthen opportunities for personal development, lifelong learning and networking.

- #1 OBJECTIVE: Provide Club Officers Training annually at District Conference.
- #2 OBJECTIVE: Provide Leadership Training/Personal Development to members by offering at least one workshop annually at District Conference.
- #3 OBJECTIVE: Encourage at least one non-conference, inter-club networking opportunity biannually.

### SERVICE GOAL: Enhance the quality of life through service throughout District Six.

- #1 OBJECTIVE: Increase involvement in service projects.
- #2 OBJECTIVE: Increase the impact of Service projects done in District Six.
- #3 OBJECTIVE: Increase the number of Award entries by May 31, 1010 as follows: Mamie L. Bass – to 25% of clubs; Letha H. Brown – to 25% of clubs; and Nina Fay Calhoun – to 15% of clubs.
- #4 OBJECTIVE: Establish two new ASTRA Clubs by 2011.