

Club Newsletter Content

Every Altrusa club should prepare a monthly newsletter with information about club service projects, fundraisers, meetings and special news. Club newsletters also should inform members about District and International news, such as upcoming Conference or Convention plans. Excerpts from District and International mailings to club officers also can be included.

Checklist for Newsletter Editors

Content

- President's message
- Advance notice of meetings including the date, place, time, program description and reservation deadline; announcements of upcoming Board and committee meetings improve attendance at these important meetings
- Club news - reports on upcoming and newly completed projects, committee reports, Board actions, new member introductions (brief biographical data, classification, business and home addresses/telephone numbers for yearbook updates), highlights or complete minutes of last business and program meetings
- District news - workshop and Conference notices and reports, governor's (or representative's) visit
- International news - policy announcements, new clubs, Convention notices and reports
- Foundation news grant program updates, latest on International project developments, fundraising campaigns, highlights from mailings to club presidents/committee chairs
- Slate of candidates - club, District, International
- Altrusa Accent - news brief emphasizing salient Altrusa fact, historical point or news

Format

- Identification - newsletter name, full name of the club, including city, state or province; name and address of the editor; name and address of the club president; be sure to include area codes with any telephone numbers
- Attractive appearance - straight columns of type (two column format is easiest to read and to lay out); free of typographical errors; clean reproduction
- Easy to mail - photocopied address labels save time; keep mailing list current

Readability

- Layout arrangement news categories logically placed; items easy to find, easy to identify, easy to follow; announcements set off in boxes
- Writing style - informal, but concise; informational and lively

Distribution

- Every member in the club
- District Governor, District officers and committee chairs
- * District Service Bulletin Editor
- International Officers and International Office
- Sister Club
- File one copy in the current club files
- Print a few extras for public relations support with media relations and for prospective members.

(Revised
5-2002)

CLUB NEWSLETTER

Judging Criteria and Score Sheet

Altrusa International, Inc. of _____,

	Maximum Points (70)	Points Scored
I. CONTENT- 70%		
A. President's message	6	_____
B. Advance Notice of meetings (total of 6 points)		
1. Date	1	_____
2. Place	1	_____
3. Time	1	_____
4. Reservation Deadline.....	1	_____
5. Program Description.....	2	_____
C. Club News (total of 25 points)		
1. Project Reports	5	_____
2. Committee Reports	5	_____
3. Board Action	5	_____
4. New Member Information	5	_____
5. Highlights of Preceding Meetings	5	_____
D. District News (workshops, conferences, new clubs, etc.)	5	_____
E. International News (highlights form club mailings, convention notices and reports, policy announcements)	3	_____
F. International Foundation News (local or district recipients of grants, highlights from club mailings, the latest on project developments)	3	_____
G. Slate of nominations (local, district and international when applicable).....	5	_____
H. Altrusa Accent: short item emphasizing an Altrusa fact, historical point.....	4	_____
or happening		
I. Personal items about members (promotions, honors, trips, illness, change of address or phone number, birthday, etc.)	5	_____
J. Timeliness and usability of information.....	8	_____
II. FORMAT .15%	(15)	
A. Identification (total of 5 points)		
1. Newsletter name, full correct name of club, including city and state	3	_____
2. Name and address of editor	1	_____
3. Name and address of club president	1	_____
B. Attractive Appearance (no difference for type of production)	5	_____
C. Ease of mailing	5	_____
III. READABILITY .15%	(15)	
A. Arrangement or Layout (with logical placement of items)	5	_____
B. Writing style (one that clearly communicates with reader)	5	_____
C. Accurate (proofed for grammar and spelling)	5	_____
TOTAL POINTS SCORED		_____

Clubs are to submit 3 newsletters to District Communication Chair for judging by March 31st. Since it is often difficult to include all items in every newsletter, an average score will be determined.

(Revised ~ 2002)

Club Yearbook Content

A yearbook is the member's guide to the club year. It should be designed to serve as a "quick reference file" of information on each club member, on meeting dates and programs, on local club officers, and committee chairs, on important District and International dates, and anything else relative to the current club year's operations and projects.

Yearbooks take many shapes, sizes, and formats. Because the budget determines how much money can be spent on producing the yearbook, it is important that the club take into account what it wants and needs from a yearbook (and how much that would cost) when it sets the yearly budget.

Three copies of the club yearbook should be submitted to the District Communication Chair by March 31ST for judging.

Checklist for Yearbook Editors

A. Format

1. Cover includes official name of the club (Altrusa International of *city, state/province and country*)
2. Appearance is pleasing and neatly presented
3. Table of contents or index
4. Logical arrangement of materials

B. Local Club Information

1. Dates of club organization and charter
2. Local theme goals
3. Officers and Board of Directors
4. Charter Members
5. Past presidents and dates they served
6. Committee chairs and committee members listed by committee
7. List of club projects
8. Meeting dates, times and places
9. Roster of members, including home and business addresses, area codes and telephone numbers, classifications, year each member became an Altrusan, birthdays
10. Space for new member information
- 11.. List for classifications represented in the club

C. District Information

1. List of officers and addresses: in election years to leave space to add information on new officers
2. List of committee chairs and their addresses
3. Date and place of next District Conference

4. Dates and places of seminars and workshops
5. Number of clubs and number of members in District
6. Territorial boundaries of District

D. International Information

1. Number of members, clubs, and countries
2. Biennial theme
3. Continuing International projects
4. Date and place of next International Convention
5. International officers and their addresses
6. Address and telephone number of International Office

E. Optional Information

1. Organizational date of first club
2. Date Altrusa became International
3. Altrusa colors
4. Altrusa Collection
5. Altrusa Motto
6. Altrusa Benediction
7. Obligation of Members
8. Principals of Altrusa
9. Early history
10. Altrusa milestones
11. Club budgets

F. Usability

- I. Convenient size to handle and carry
2. Accurate, up-to-date and carefully proofread
3. Readable, clear type, headings stand out

G. Distribution

1. Every club member (many clubs allow members to purchase additional copies so they have one for home, and one for the office)
2. District Governor and other officers and committee chairs as requested
3. Each International Officer
4. international Office
5. File one copy in current club files
6. Print a few extra for publications support with the media, for prospective members, and for new members

(Revised 5.2002)

CLUB YEARBOOK

Judging Criteria and Score Sheet

Altrusa International, Inc. _____

	Maximum Points	Points Scored
I. CONTENT- 75%	(75)	
A. Local club Information (total of 58 points)		
1. Dates of club organization/charter, plus the charter members	3	_____
2. Past Presidents and the dates they served.....	3	_____
3. Local club goals	5	_____
4. Officers and Board of Directors	6	_____
5. Committee chairs, committee members by committee	6	_____
6. List of club service projects	6	_____
7. Meeting dates, time and places for entire year	10	_____
8. Roster of members, with space for new members, and dates,.....	10	_____
including home and business addresses, telephone numbers and fax numbers including area code, email address, classification, year they became Altrusan, birthday (year and month)		
9. Classifications represented in club.....	1	_____
10. Club Budget(s)	3	_____
11. Club Policies	5	_____
B. District Information (total of 5 points)		
1. List of District Officers, addresses and phone numbers with area code.....	1	_____
2. List of District committee chairs, addresses and phone numbers	1	_____
3. Dates and places of next District Conference	1	_____
4. Number of clubs and number of members in District Ten	1	_____
5. Territorial boundaries of District Ten (CO, NM, UT, and WY)	1	_____
C. International Information (total of 7 points)		
1. Scope of Altrusa International - number of members, clubs, countries	1	_____
2. International Theme	1	_____
3. Date and Place of next International Convention.....	1	_____
4. International officers and their addresses.....	1	_____
5. International committee chairs and their addressees	1	_____
6. International headquarters address, telephone, fax and email	1	_____
7. International Foundation information, chair and address.....	1	_____
D. Optional Information (total of 5 points)		
1. Organizational date of first club in Altrusa~ when Altrusa became.....	1	_____
International and its early history		
2. Altrusa colors	1	_____
3. Altrusa Motto	1	_____
4. Altrusa Collect or Grace	1	_____
5. Altrusa Benediction.....	1	_____
II. USABILITY 15%	(15)	
A. Convenient size to handle and carry	5	_____
B. Accurate, up-to-date and carefully proofed	5	_____
C. Readable - not too crowded, clear type, headings stand out	5	_____
III. FORMAT 10%	(10)	
A. Cover - Includes official name of club, city, state and country	2	_____
B. Appearance –pleasing and neatly presented (not necessarily costly)	3	_____
C. Table of contents or index	2	_____
D. Logical arrangements or materials.....	3	_____
TOTAL POINTS SCORED		_____

DISTRICT TEN WEB SITE AWARD

Communication in our society is moving quickly into the electronic age. Valuable information is transmitted via the internet to millions of people each day. In recognition of this new transition, District Ten will spotlight a local club within the District that has implemented and maintained a website for their club. The site should have appeal to the general public, as well as specific information that will be useful to club members and potential members. The home page may have links to other related sites. The site should be user friendly and updated on a regular basis.

CRITERIA

The District Ten Web Site Award will be given annually at District Ten Conference to one Altrusa Club in District Ten. The winning club will be recognized, with a certificate, for the creation and maintenance of a Web Site established on the internet.

The Club websites will be judged on the following information:

- Altrusa International, Inc., logo; contact information for International organization; mission statement or summary of purpose. (15 points)
- Club name; contact name, phone number and/or email address; membership information; meeting dates and times. (20 points)
- List of club officers; list of club committees. (15 points)
- Description of projects and fundraisers. (15 points)
- Photos/graphics. (5 points)
- Understandable; easy access; up to date. (20 points)
- Links to other web pages and/or sites. (10 points)

SUBMITTAL

Each club should submit a written entry with the following information:

- Club Name
- Address of Club's Web Page
- Club President, Address, Phone Number, Email Address
- Name of Webmaster, Address, Phone Number, Email Address

Send entry to District Ten Communications Chair. The deadline for submittal is March 3 1st.

JUDGING

Entries shall be submitted to the District Ten Communications Chair. The Communications Chair shall serve as chair with three non-Altrusan members of the community.

Revned I J03)

CLUB WEBSITE
Judging Criteria and Score Sheet

Altrusa International, Inc. _____

	Maximum Points (75)	Points Scored
I. CONTENT- 75%		
A. Altrusa International, Inc., logo	5	_____
B. Contact information for International organization	5	_____
C. Mission statement or summary of purpose	5	_____
D. Club name	5	_____
E. Contact name	5	_____
F. Phone number and/or email address	5	_____
G. Membership information	2	_____
H. Meeting dates and times.....	3	_____
I. List of club officers.....	10	_____
J. List of club committees.....	5	_____
K. Description of projects.....	10	_____
L. Description of fundraisers.....	5	_____
M. Links to other web pages and/or sites	10	_____
II. USABILITY 20%	(20)	
A. Understandable	10	_____
B. Easy access.....	5	_____
C. Up to date.....	5	_____
III..FORMAT 5%		(5)
A. Photos & Graphics	5	_____
TOTAL POINTS SCORED _____		