**How Does Our Garden Grow: Rationale**

During the period of 1975-2000, civic organizations experienced a 58% decline in membership. That trend continues into the 21st century and is evidenced in Altrusa International as well as our individual clubs. This is a huge loss to our communities as the work of organizations like Altrusa have been instrumental in bringing positive change locally and globally.

A recent article by Michael Brand espouses 6 ideas/actions to retain and grow membership. They are:

1. Build a sense of tribe (shared participation toward a common good),
2. Clarify how participation can add to quality of life,
3. Design meetings to be fundamentally social, conversational and less formal,
4. Get families involved so that there is not a loss of family time,
5. Engage people with facilitated discussions, reflective exercises, etc. and
6. Allow for reinvention.

To begin to address these ideas/actions, District One Board wants to engage its member clubs around generating enthusiasm for membership growth. Anticipated outcomes include information about membership participation that will lead to retention, efforts to involve potential new members, and shared ideas. Consideration has been given to limiting time and effort required of individual club leadership.

Score sheets will be compiled prior to conference. One of the breakout sessions be designated for Membership chairs (or their representatives) to share the results, ideas generated, and brainstorm additional ideas. Prizes will be garden-themed lapel pins for all club members from participating clubs to be distributed at Conference.

**HOW DOES OUR GARDEN GROW?**

Our goal in District One is to increase membership by retaining current members and recruiting new ones. As Altrusans, we have planted and cultivated a very beautiful and productive garden over the years. However, it may be time to rethink our landscape plan – add some new plants, split some old ones, and dig up some others. District One is encouraging us to take a look at where we are and plan the garden of our future.

During the period of June 1-March 30, each club is asked to participate in some activities and data collection which will give us insight into our current ‘curb appeal’ and begin to consider changes to our landscape. Our gardens are of different sizes and yields. So, although you will report your efforts on this score sheet and there will be PRIZES at District One Conference at Doubletree by Hilton in April 2024, the purpose is for us to celebrate the beauty of each and share possibilities for the future.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Altrusa International of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ENGAGEMENT** | | | | | | | | | | **SCORE** |
| **Meeting Attendance** | | | | | | | | | |  |
| **Members** Score 1 point for <50% of membership 2 points for >50% | | | | | | | | | |  |
| Jun |  | Jul |  | Aug |  | Sep |  | Oct |  |  |
| Nov |  | Dec |  | Jan |  | Feb |  | Mar |  |
| **Guests** Score 1 point for 1st Time attendance or 2 points for Repeat attendance | | | | | | | | | |  |
| Jun |  | Jul |  | Aug |  | Sep |  | Oct |  |  |
| Nov |  | Dec |  | Jan |  | Feb |  | Mar |  |
| **Membership Participation in Service Projects** | | | | | | | | | |  |
| **Members**  20%or less (1 pt) 21-40% (2 pt) 41-60% (3 pt) 61-80% (4 pt) 81-100% (5 pt) | | | | | | | | | |  |
| **Guest/Non-Member** Participation in Service Projects: 1 pt each | | | | | | | | | |  |
| **Member Survey** | | | | | | | | | |  |
| Member Survey Conducted: 5 pts  Member Survey Results Discussed at Board Level: 5 pts  Member Survey Results Discussed at Business Meeting: 5 pts | | | | | | | | | |  |
| **Innovative change** | | | | | | | | | |  |
| **Innovative Change in Meeting Format: 10** **points** Describe below. | | | | | | | | | |  |
| **Family Friendly Initiative** | | | | | | | | | |  |
| **Family-friendly Initiative: 10 points** A meeting or activity specifically designed for family participation which engages them in our mission. Describe below. | | | | | | | | | |  |
| **TOTAL** | | | | | | | | | |  |

**Member Survey**

*PLEASE modify to meet the needs of your individual club.*

Think about the following topics. Please mark the column that reflects your feelings… are we doing ok? or could we improve in some way? If you think we could do better, please give us ideas on how to improve.

Your comments on each area would also be appreciated and helpful.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All Good**  **No Changes** | **Works but**  **Could be Better** | **Change is Needed** | **Suggestions for Improvement** |
| **Business Meeting** | | | | |
| Time |  |  |  |  |
| Location |  |  |  |
| Agenda/Format |  |  |  |
| **Program Meeting** | | | | |
| Frequency |  |  |  |  |
| Activities/Program |  |  |  |
| Time/Location |  |  |  |
| **Committee Meetings** | | | | |
| Frequency |  |  |  |  |
| Time |  |  |  |
| Location |  |  |  |
| Format/Agenda |  |  |  |
| **Service/Literacy Projects** | | | | |
| Relevance |  |  |  |  |
| Participation |  |  |  |
| **District One Workshop/Conference** | | | | |
| Participated Ever | Yes | No |  |  |
| Relevance |  |  |  |
| Location |  |  |  |
| Cost |  |  |  |
| **What is most satisfying to you about being an Altrusan?** | | | | |
|  | | | | |
| **Other Comments/Suggestions:** | | | | |
|  | | | | |

Name (optional) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_