

ALTRUSA INTERNATIONAL OF RICHARDSON, Inc.

DISTRICT NINE

CLUB

COMMUNICATIONS AWARD SUBMISSION

MAY 30, 2023

Altrusa International of Richardson, Inc.

NARRATIVE

Our goal for 2022-2023 was to spread our fame through both prospective members and our community. Our city has an involved populace and we wanted to be more of that involvement. At the same time, we wanted to nurture and involve our members. We are fortunate to have a website and communication processes that work together to make this possible.

We found that it takes a Village to manage communications and technology for our Club. At the beginning of last year, we reorganized and, rather than using a 'whoever gets there first' model, we broke down processes and assigned duties to members of the Communications/Technology Committee. If an email needs to go to Club members, requests go to one person; to set up new events on the website and send out announcements, requests go to another; changes to web pages go to a third; and more complicated requests/problems go to our Guru. It has worked extremely well, with quick response to requests meaning that news goes out quickly.

Internal Communication:

Internal communication is handled primarily through use of email and monthly newsletters. Our website/member database system allows us to send emails to all members. We are able to monitor the number/percentage of members who open each email and, although all emails do not pertain to all members, we find that 70-85% of members routinely open them. Meeting attendance is steady and has improved substantially. Emails include requests for information, meeting notifications memorials, events, etc. The calendar is updated regularly to keep members fully informed of meetings, events, UN holidays, birthdays, and much more. Event emails with full details are sent out two or three times before the event/activity. Links can be inserted into the emails to take recipients directly to other screens in the system (like the newsletter), or to pay for a meal or membership. A reminder is sent just before the meeting. In this way, we are able to notify members about Bridge, the Book Club, a Mardi Gras celebration and Lunch Bunch, among many other things.

Newsletters are full of articles and photographs submitted by members and reporting on committee activities, club business, Accents, and information from both District and International. All newsletters carry the 2011 Altrusa logo and tagline and are composed using Franklin Gothic Demi and Book and use gender neutrality as needed..

We have gone hybrid! Members who are unable to attend may do so via Zoom. The Zoom link is the same each month and is included in emails about the event. An Emeritus member signs in from Atlanta, while a member who travels joined us from Korea! In order to ensure quality of voices and pictures, the Club purchased an electronic device called an OWL that allows Zoom participants to see and hear the entire meeting and also participate (speaking and voting) as if they were actually in the room.

Our website is very flexible; our yearbook is published and posted on the website in two forms, page-by-page to read, or in a format that can be printed for a hands-on copy. Additionally, our members can find phone numbers and addresses of other members on line – even through an app on their phones. We have an active Facebook page as well as an Instagram account. When we post on our Facebook page, we share the posting, in order that members may also share, thus sending information about our Club to all on their address lists.

External Communication:

We have a relatively unique situation in that Richardson does not have a community newspaper. We do, however, have a city that keeps residents well informed and it has been generous with our requests for exposure. We submit articles and they use the information in City publications *Richardson Today*, *Richardson Living* and *Week in Review throughout the month*. The Richardson Chamber of Commerce Newsletter has also highlighted our events, such as Add-an-Altrusan Day. Our efforts to publicize Altrusa through these avenues have been almost surprisingly successful, with the City initiating articles about us and attending our events. Our website is very

user friendly, with every page featured except the Members Only page available for viewing by visitors. Anyone may view those pages on our website at www.altrusarichardson.com.

We sponsor several community events, such as the Kindness Weekend in early April, the Kindness libraries in twenty elementary schools in Richardson, Add-an-Altrusan Day and our signature Outstanding Women of Today Luncheon, which is our only fundraiser. We are fortunate in that the City and the community respond to these occasions. Our efforts have paid off in recognition by Richardson agencies and service recipients highlighting us on Facebook, the City publishing an article highlighting the number of volunteer hours we provide each year, and a request by the City to head up a committee of non-profits as we celebrate the 150 Year anniversary of the City of Richardson.

Our Facebook page, Altrusa International of Richardson, Inc., is very active, updated regularly with events, such as our Kindness Weekend every April, birthday parties at our adopted facility for residents with intellectual disabilities (Ability House), service projects, and the weeklong Kindness Project for Richardson Independent school District. Members regularly share those posts, as well as those other agencies post about us on their websites about our activities/projects.

We have used the 2011 Altrusa logo, with the tagline "Leading to a better community" on our 'business cards' and brochure and endeavored to always use Franklin Goth Demi and Book in text as well as gender neutrality as needed. We almost exclusively use photos, with clip art used only rarely and for a specific purpose.

This year, we have tried to expand our name and brand in the City of Richardson. We believe these efforts are paying off because of the way the community - and the City - have responded. We are actively working to recruit new members so it is more important all the time to get our name out there.

Altrusa International of Richardson, Inc.

District Nine Club Communications Award Submission

May 30, 2023

ATTACHMENTS

Internal Communication

1. Sample of email to members regarding a coming project
2. Email announcing a coming event, with the opportunity to register to attend.
3. Newsletter – March, 2023 ([please click here to view](#))
4. 2022-2023 Yearbook ([please click here to view](#))

External Communication

5. Facebook – Home screen showing access for public to information about the Club.
6. Facebook – Save the Date for Kindness weekend
7. Article from Richardson Today publicizing the Outstanding Women of Today Luncheon
8. Network of Community Ministries Facebook thanking Altrusa for donating backpacks for students in need.
9. The Warren Center Facebook page recognizing Altrusa.
10. Facebook article and pictures of the Richardson City/ Independent School District/Altrusa Kindness week in Richardson schools
11. Article in Richardson Today, written by the city, publicizing Altrusa volunteer hours.
12. Richardson news release announcing that the City of Richardson is partnering with Altrusa International of Richardson for the celebration of the 150th Anniversary. Altrusa was tasked with organizing Richardson non-profits to volunteer to help with the celebration.

INTERNAL COMMUNICATIONS

9/13/22, 12:31 PM

Gmail - Coat project

SAMPLE EMAIL TO MEMBERS

Gmail

Jean Stuart <jeanstr37@gmail.com>

Coat project

1 message

Altrusa Richardson <contact@altrusarichardson.com>

Mon, Sept 5, 2022 at 9:19 AM

Reply-To: Carol Ruskowski <carolrusz@yahoo.com>

To: Jean Stuart jeanstr37@gmail.com

Coats, Jackets and Hoodie Project - Community Outreach

Have you noticed that the temperatures are not in the 1 Offs anymore? Days are getting shorter. The mornings are crisp and great for walking?

What does that mean for an Altrusan? But most of all, what does that mean for the hundreds of kids at Network that do not have coats for the fall and winter? I know they talk about spring cleaning — but in our case, it is fall cleaning not only for you, but your family, friends, and neighbors.

This is the start of our Coats, jackets, and hoodies project which will go from September 15th through the end of October. Yes, we do have a budget for this, but it is not enough. We need your donation of new or gently used coats, jackets, and hoodies.

Our first collection will be at our first General business meeting on September 15th.

If you are not able to come to the meeting, you can always drop off your donation to Carol Ruskowski's house (1902 Drake Drive. Richardson) or call for a pickup 972-859-9798. I am here for you. Thank you for always being there.

Carol Ruskowski [Unsubscribe](#)

<https://mail.google.com/mail/u/0/?ik=4630f36570&view=pt&search=all&permthid=thread-f%3A1743139742306981116&simpl=msg-f%3A17431397423...> 1/1

Email announcing a coming event – with the opportunity to register.

You are invited to the following:

Retention: AWCLS (a.k.a. Altrusa Book Club)

When: Mon, May 22, 2023 at 6:00 PM, CDT

Where: Home of Jean Stuart

Will you be attending?

Register

Not attending

EVENT DETAILS:



Altrusa Wine and Chocolate Literary Society (AWCLS)

This year our meetings will held at individual members' homes.

Location Jean Stuart - 500 Coit Rd. Apt. 245 Plano, Tx

Discussion Leader: Marsha Peters

Book for the May meeting is [The Ride of Her Life](#) by Elizabeth Letts.

The triumphant true story of a woman who rode her horse across America in the 1950's, fulfilling her dying wish to see the Pacific Ocean. Elizabeth Letts makes you feel you are the one taking this trip. This is a book we can enjoy always but especially need now.

Light refreshments will be served. But Please feel free to bring wine if you wish.

Please be sure to register so that the host will know how to set up.

Look forward to seeing you there.

Best regards,
[Altrusa Richardson](#)

EXTERNAL COMMUNICATIONS

The Altrusa Home Screen showing access for the public to information about the Club. Anyone who is interested in Altrusa International of Richardson can find out all about us via this website.



HOME ABOUT US ► JOIN US DONATIONS NEWSLETTERS ► COMMUNITY PROJECTS ► EVENTS ► ...

Admin view ↗



Members find all the screens they can access by clicking the three dots at the top of the screen. There they will find screens with reports, membership information, committee information, minutes, agendas, etc.



Altrusa International of Richardson, Inc.

February 25 · 🌐



Save the date! April 1st #AltrusaRichardson will celebrate Kindness Weekend and this year we will focus on Kindness to Animals! Spread the word...

ALTRUSA RICHARDSON
"KAN" KINDNESS EVENT:
KINDNESS TO ANIMALS 2023

DATE AND TIME:
 APRIL 1ST, 9 AM - 1 PM

LOCATION:
 677 W CAMPBELL RD A,
 RICHARDSON, TX 75080

*"Until one has loved an animal, a part of one's soul remains unawakened."
 -Anatole France*

THIS IS AN ADOPTION EVENT BUT SO MUCH MORE COME SAY HI AND SEE HOW YOU MIGHT HELP OUR ANIMAL FRIENDS!

R RICHARDSON, TX
 ANIMAL SERVICES



<https://AltrusaRichardson.com>



PRESS RELEASE FOR THE ANNUAL FUND RAISER

OUTSTANDING WOMEN OF TODAY



ALTRUSA | *Leading to a Better Community*[®]
International **Richardson, TX**

ALTRUSA RICHARDSON HEARTS FOR HUMANITY

Altrusa International of Richardson will hold its annual "Outstanding Women of Today ... Builders of Tomorrow" luncheon on Oct. 28 at the Richardson Woman's Club. This year's sold-out "Hearts for Humanity" luncheon will recognize women who have reached out to others in the community to make their lives better. These women exemplify determination and leadership and are to be commended for their tireless efforts to improve the lives of others.

To support Altrusa's efforts in our community, sponsor the Outstanding Women of Today event and donate the amount of your choosing at www.altrusarichardson.com/Donations. Proceeds benefit community outreach projects and scholarships provided by Altrusa International of Richardson, serving the needs of elementary schools, community organizations, international programs, and seniors in Richardson. Donations are tax-deductible, and electronic receipts are provided. For more information, contact Deborah Rowland at 469-756-4509 or by e-mail at amw@altrusarichardson.com.

FACEBOOK RECOGNITION OF ALTRUSA INTERNATIONAL OF RICHARDSON, INC.

On the Network Facebook Page

(Note the number of people who 'liked' the page.)

Network of Community Ministries (NETWORK)

1500 International Parkway
Ste 300 Richardson, TX 75081

"Caring, coaching and empowering neighbors in need as they seek an improved quality of life." VOLUNTEER :: DONATE :: PARTNER

2,240 people like this including 40 of your friends

2,566 people follow this

1,058 people checked in here

<http://www.thenetwork.org/>

(972) 234-8880

Send message

info@thenetwork.org

Open now
8:00 AM - 3:30 PM

Nonprofit Organization · Social Service · Senior Center

Suggest Edits
Is this the correct category for Network of Community

Network of Community Ministries (NETWORK)
2h · 🌐

Network would like to say a big thank you to [Altrusa International of Richardson, Inc.](#) for donating backpacks for students in need. Going back to school can be stressful, but your generosity will give students and their families one less thing to stress about. We appreciate you!

Recognition by the Warren Center

The Warren Center advocates, serves and empowers the children and families impacted by developmental delays and disabilities.



The Warren Center

February 20 · 🌐

A huge thank you to [Altrusa International of Richardson, Inc.](#) for helping us create story boards we use with children during their therapy sessions. They also got to take a tour of The Warren Center with our CEO. ❤️ We appreciate your kind service! ❤️

Author Meredith Davis made presentations to several RISD schools as [Altrusa International of Richardson, Inc.](#) kicked off its annual Kindness Initiatives in honor of the City's sesquicentennial celebration.

Davis discussed "On Her Own Two Feet," her book about a Rwandan girl's brave fight to walk. Her book was selected by RISD for the 2023 Altrusa-designed, all-elementary student literacy project.





Davis attended Yale Elementary and graduated from Berkner High School.

[#Richardson150th](#)



An article, written by the City, commemorating our Luncheon, the women we honored and the value of the volunteer hours we served in the community.

Richardson TODAY

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PUBLIC SERVICES

HOLIDAY TRASH SCHEDULE

Due to the Christmas and New Year's holidays, there will be no solid waste collection Dec. 23 and 26, and Jan. 2, and some city facilities will be closed. ▶page 2



ARTS AND ENTERTAINMENT

HOLIDAY EVENTS CALENDAR

See what events are going on around Richardson this holiday season. ▶page 8



COMMUNITY PARTNERS

DONATIONS NEEDED FOR NETWORK

Network of Community Ministries is seeking donations of food, clothing and hygiene items. ▶page 3



FIRE DEPARTMENT

PARADE FIRE TRUCK HISTORY

The 1983 fire truck that carries the City Council each year during the Christmas Parade has a long history with the Richardson Fire Department. ▶page 6

ALTRUSA OUTSTANDING WOMEN OF TODAY VOLUNTEER HOURS AMASSED LAST YEAR VALUED AT \$330,168.88

Altrusa International of Richardson honored 18 women recently at the group's annual "Outstanding Women of Today" luncheon. The event recognizes women who were chosen for exemplifying leadership and determination in improving the lives of others in the categories of Corporate/

Business, Education, Government, Nonprofit and Health Care. The 18 honorees included employees from Ability Connections, Blue Cross Blue Shield, City of Richardson, Ebby Halliday Realtors, Friends Place, Hope's Door, New Beginnings, L3 Harris Methodist Richardson Medical Center, New Friends New Life, Prosperity Bank, Richardson ISD and The Counseling Place.



Pictured from left: Ginger Tomme, Altrusa Richardson President, and Richardson Mayor Paul Voelker

In addition, Mayor Paul Voelker was presented a ceremonial check for \$330,168.88, representing the value of the hours of volunteer time invested in the City by Altrusa

Richardson members in the past year. Altrusa Richardson provides scholarships to local graduating seniors and supports agencies including the Richardson Public Library, Animal Shelter, RISK and Network of Community Ministries. It also helps make events such as Richardson Reads One Book possible. For more information, visit www.altrusarichardson.com.

HEALTH CARE

Amy Taylor - Methodist Richardson Medical Center

Genora Ragsdale - Friends Place

NONPROFIT

Christina Coultas - Hope's Door New Beginnings

Debra Walker - Ability Connections

Ashley Akers - The Counseling Place

Jessica Brazeal - New Friends New Life



GOVERNMENT

Aimee Nemer - City of Richardson

Noura Jammal - City of Richardson

Lindsay Turman - City of Richardson

Yvonne Falgout - City of Richardson

EDUCATION

Paula Rilling - Richardson ISD

Courtney Wright - Richardson ISD

Melissa Davis - Richardson ISD

Julie Horn - Richardson ISD

CORPORATE/BUSINESS

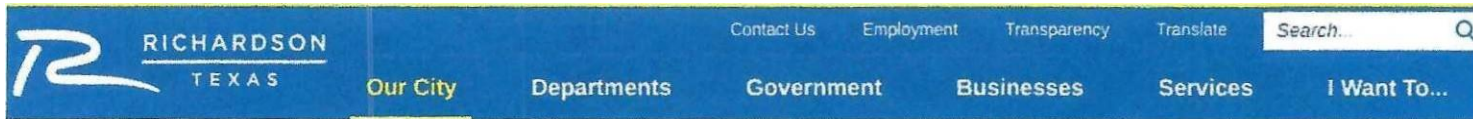
Lauri Kelley - Blue Cross Blue Shield

Kristen Trest - Ebby Halliday Realtors

Yolanda Martinez - Prosperity Bank

Valerie Perkins - L3 Harris Engineering

City of Richardson News Release
Announcing a partnership between the City and Altrusa
In celebration of the 150th Richardson Anniversary



News

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Volunteers Sought to Give 150 Minutes to Celebrate 150 Years

Post Date: 02/16/2023 4:00 PM_____

The City of Richardson is partnering with Allrusa International of Richardson to promote the giving of 150,000 collective minutes of volunteerism as part of the city's sesquicentennial celebration. Richardson will be celebrating its 150th anniversary in June, and several community events and activities are underway for people to take part in and enjoy leading up to the event.

People looking to take part through the gift of giving are encouraged to volunteer 150 minutes (2.5 hours) serving the community by helping a neighbor in need, a local nonprofit or even a governmental agency.

'Our city history is filled with people who helped shape the successes we enjoy today,' said Ginger Tonne, Altrusa International of Richardson President. 'From the library and animal shelter to boards and commissions and nationally recognized events, volunteers have been the backbone of Richardson for 150 years. Altrusa is excited to play a role in leading and prompting additional volunteerism in Richardson as part of the celebration.'

People of all ages are able to take part, and, to help achieve this ambitious goal, the city is gathering a list of volunteer opportunities that serves the community. Visit www.richardson150th.com to view a list of opportunities or to add your organization/volunteer needs to the list.

All volunteers are asked to log their service hours from now through June 15th 2023 on the www.richardson150th.com website located on the home page. The city will recognize the volunteer initiative on the birthday celebration planned for June 24, 2023.

For more information on the 150th celebration, visit: <https://richardson150th.com/>.