



Sharing the Journey

A collection of ideas gathered from Altrusa International District Fifteen clubs to support promotion and fundraising.

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*All of the following ideas create opportunities to connect with potential new members.



Promotional Items to get you recognised and noticed

- Aprons - *Oamaru, Timaru, Queenstown*
- T-Shirts
- Hi-Vis vests with Altrusa printed on them - *Tauranga, Ohariu*
- Number plate frames
- Laminated Poster with club name and logo
- Tear drop Banners
- Sandwich board
- Business cards and printed labels
- Ask me about Altrusa badges - local libraries may have a badge making machine
- Club newsletter
- Club banner
- Pamphlets
- Kiwi Altrusan newsletter

Places to advertise your club, and Altrusa, for promotion and membership

- Altrusa International District Fifteen website - is your club information up to date i.e contacts and meeting information? Do you regularly update your club photos? Do your photos tell the story you want to tell about your club? Is your latest newsletter on your club page on the website? Contact webmaster@altrusa.org.nz to update your club page.
- The Clubs page of your community newspaper or an advert in the paper (see advert example under resources).
- On local bulletin boards
- With regional volunteer organisations
- Event notices on any local digital noticeboards e.g Information Centres
- Pamphlets at your local and surrounding libraries, Information Centres and Citizens Advice Bureau.
- Pamphlets at organisations you support or donate to
- Social Media - share on your local community pages
- Local free magazines e.g. Seasons in Area 1, Essence in Area 4. Can you submit an article? Can you combine with other clubs in the area if the advertising cost is too much for one club? Could you apply for a membership revitalisation grant (for clubs under charter strength) from District Fifteen to help with advertising costs?
- Community Radio



- At every event you attend or take part in

Promotional Activities

- Get to know the Editor of your community newspaper and arrange to write and submit articles and photos of your events so that you can control your narrative and regularly contribute.
- Learn to take lots of fun, interesting photos of your events and share them as often as possible in the places listed above. Let the photos help tell the story of your club.
- Submit articles or advertise events in Chamber of Commerce or Art Gallery newsletters, particularly if you donate to them or local businesses have supported your projects and you can give them a shout out.
- Advertise events or relevant projects in school newsletters if you have links with the school.
- Follow and tag community Social Media pages and the pages of organisations you follow and support. Advertise events and projects on their pages.
- Attend local events wearing your badge and Altrusa promotional items.
- Meet, and do projects in public spaces e.g libraries or community spaces. Advertise where you will be and invite the community to join in, or learn a new skill. Chat to passersby about what you are doing.
- Help at local events as a club wearing club items e.g. Family Fun Days
- Do a project at local events and encourage the public to help e.g. paint Christmas bags, pack distraction packs at A&P shows or Country Markets.
- Have an annual or regular fundraising event or project that the community comes to recognise and look forward to e.g. Santa to a Senior. A regular cake stall
- Attend Expos. Share the costs with neighbouring clubs.
- Attach labels/stickers to everything you donate or gift.
- Contribute to a nationwide project that you can involve your community in e.g. Love Grace Handbag Appeal NZ or Operation Wrapped for Remembrance. Set up a collection point, ask the public for donations, invite them to help sort and pack the donated items, ask businesses to donate items and include them in your advertising and ask them to advertise what they are doing with, and Altrusa throughout their networks. A nationwide project will have multiple advertising streams that you can be included in.
- Do a follow up thank you to the community when you have asked them to help, or the community has supported your club. Use the newspaper and Social Media.



- Do a follow up to let the community know how you have used funds raised e.g. if you have a Quiz Night to fundraise, thank the community for their support, and tell them where the money has gone in a newspaper article or on Social Media. Loop the story.
- If you are fundraising for a particular project or organisation, tell a story at your event, or stand, with posters and tangible items e.g. distraction packs, swimming bags.
- Set up a self-managing project that has Altrusa branding and that you can use for ongoing advertising and promotion e.g. a Laundromat library that your club monitors, helps stock and keeps tidy with an Altrusa poster above it. Advertise it in your local paper and community Social Media or newsletters. Encourage the community to donate and stock. If you are on social media, take regular photos and post from your club page to local community pages showing the current available titles. Ask the community for help if stocks are getting low.
- Attend meetings of other community groups where possible, eg Lions, Rotary Chamber of Commerce etc. Help other groups with projects and use their advertising streams.
- If you have a club newsletter, don't keep it to yourself, share it with the groups you support, organisations who contribute to the club, or your local library. Have a few copies available for community events or put one in the box when you drop off project items. Set up an email distribution group of everyone your club liaises with and email your latest edition when it is published, include the Board and Webmaster so it can be uploaded to your club page on the District Fifteen website. Consider circulating your newsletter to all District Fifteen clubs and ask for theirs.
- Seek out and work with local businesses who are involved in community projects. They will have advertising streams to piggy back off.
- Investigate advertising on digital billboards such as Globox. They often have affordable or no cost offers for charities.
- Community Radio. Check if your area has a station and arrange a slot to talk about Altrusa in your area and your club projects.
- Keep in touch with past members. Send birthday cards. Include them in communications. Invite them to help with projects you know they are interested in. Your past members are the biggest promoters of your club.
- Get to know local Real Estate Agents or people who regularly liaise with newcomers to town. Keep them informed of club activities. Put them on the email list for your club newsletter.



- Consider adding altrusa.org.nz to your promotional material. This will take people directly to the District Fifteen website where they can find out about Altrusa. They can then go into your club page and find contact details and your latest newsletter if you have submitted one.

Fundraising ideas

Use the skills, time, and people power within your club to make fundraising both manageable and enjoyable. Be creative and think outside the box! Clubs that have used the ideas below are listed so you have a point of contact if you'd like to learn more. You can also read the Kiwi Altrusan DSB and follow the Altrusa District Fifteen Facebook page, to see how other clubs are putting these ideas into action. You don't have to reinvent the wheel!

Grants

- Apply for Altrusa Foundation grants, local organisation grants and lotto grants for specific projects.e.g. Otago Officers Club for funding to buy stickers for Anzac biscuits *Taieri*
Altrusa Foundation grants are easier to apply for than you might think.Ohariu
- Local councils have grants available for projects that have a waste management, creative arts or sustainability focus, can you add that component to your project to meet the criteria of the grant? Can you involve the community to meet the criteria? Councils often have Community Liason Officers who can let you know about local funding streams. Think outside the box. *Queenstown, Ashburton, Cambridge*

Food and Beverage

- Buy food in bulk or at cost and sell for a profit e.g. pizza, lasagne - *Christchurch*
- Make and sell mini Christmas Cakes - *Hamilton*
- Cater for local business and organisations - *Hamilton, Morrinsville, Queenstown*
- Long lunch - *Levin*
- Regularly scheduled cake stalls throughout the year so the community looks forward to the next one. Have mixed morning tea boxes available for local businesses to purchase. Have small packets for single or elderly people - *Morrinsville, Te Kuiti*
- Progressive dinner - *Rotorua*
- Bake table at late night shopping events - *Taieri*



- Sand Jars Cookie Mix - *Tauranga*
- Sausage Sizzle - *Cambridge, Hamilton*
- Liquor auditing at stadium events - *Hamilton*
- Community Market Stalls - *Christchurch, Timaru*

Raffles

- Raffles with a theme - *Christchurch*
- Online raffle - *Hawera*

Note: Please check the legal requirements before proceeding with online raffles.

<https://www.dia.govt.nz/Services-Casino-and-Non-Casino-Gaming-The-Rules-for-Running-a-Gambling-Activity>

Selling items

- Look online at the fundraising boxes for Jolly Socks, Ecostore Soaps, Whittakers and Cadbury Chocolates - *Christchurch (Jolly Socks)*
- Garage sale - *Christchurch, Rotorua*
- Selling preloved clothes online or hold a pop up event - *Te Awamutu, Taieri*
- Fabric Bazaar - *Ashburton, Timaru, Oamaru*

Events

- Wedding dresses through the decades - *Hawera*
- Quiz Night - *Invercargill, Timaru*
- High Tea with fashion show - *Morrinsville*
- Movie nights - *Rotorua, Timaru*
- F night, fashion, fingernails, fabric sales - *Rotorua*
- Bingo night - *Taieri*
- Speakers- share your awesome club speakers with the community at a portion of your meeting or separate event - *Taieri*
- Garden Ramble - *Te Awamutu*
- Golf Tournament - *Queenstown*
- Fashion Show showcasing local stores and suppliers - *Queenstown, Cambridge*

Miscellaneous

- Christmas Tree of Remembrance, sell tags - *Ashburton*
- Take orders for calendars and diaries for a publisher, earn an amount from each one sold - *Christchurch*
- Public sponsorship of a project e.g. ask public individuals or businesses to donate the cost of a distraction pack and help pack - *Morrinsville*



- Run a community op shop on roster - *Te Kuiti*
- Run a school holiday programme where you can charge for attendance.
- Hold a craft workshop where you can charge for attendance
- Google “Fundraising Ideas NZ”
- Follow the District Fifteen Facebook page to see what other clubs are doing.
- Support other service groups with their projects for a share of profits e.g. selling potatoes for Rotary. *Ashburton*

Social Media

Social Media may not suit every club, but it does offer free access to community connection, promotion, and advertising opportunities with a reach that is broader and more diverse than many options historically available.

The Altrusa International website provides guidelines that clubs can use when developing a Social Media policy or guide. It also offers comprehensive step-by-step resources to help members post effectively on social media platforms.

<https://login.altrusa.org/communications/>

If you would like assistance with Social Media, please contact the Altrusa International District Fifteen Communications committee.



Resources

Altrusa International website

Foundation Grant application

<https://foundation.altrusa.org/project-grants/>

Social Media guidelines and tips

<https://login.altrusa.org/communications/>

Membership Toolkit – Recruitment ideas

<https://login.altrusa.org/membership/>

Altrusa International District Fifteen website

Revitalisation Fund form for clubs under charter strength (15 members)

<https://districtfifteen.altrusa.org/resources/>



Altrusa International District Fifteen New Zealand

Example of advert for newspaper or magazine supplied by Queenstown (this advert resulted in 3 enquiries in the first month)

NEW TO THE AREA OR got more time on your hands & looking give back to your community? Altrusa International Qtwn is looking for volunteers just like you to join our women's charitable & service organisation supporting our local community. Want to know more? Email: president.queenstown@altrusa.org.nz or message us on Facebook.com/AltrusaQueenstown

