

Section
10 Image Building

Creating an Image

Public Relations Yearly Planning Chart

Press Releases

“One good word begets another.”

CREATING AN IMAGE

The need for a positive image for Altrusa is paramount. We are competing in a world of fierce competition for potential members' time and energy and must make ourselves attractive to women and men.

The third goal in the International Long Range/Strategic Plan states, “**Image: Achieve recognition as a major positive influence in our communities.**” Altrusa clubs must foster this program and spread the word concerning our wonderful organization.

What is image building?

Image building is a composite of many public relations tools:

- News releases to the media: television, radio, and newspaper
- Public service announcement (PSA)—available from the International office or develop your own
- Advertising—buy paid advertising to support a project, if necessary
- Appearances on talk shows
- Flyers and posters
- A newsletter for distribution in your community explaining your club's mission and activities
- Marketing devices—wear your Altrusa T-shirts, sweatshirts, etc.
- Direct mailing—Gets the word directly to the desired market, but is expensive
- Altrusa Awareness Day and/or Week activities

All of these efforts contribute towards creating a positive image for Altrusa in our communities. **Make Altrusa known!**

Who is responsible?

Image building comes at all levels of our organization. However, what is done at the club or grass roots level is usually the most productive.

**As president
what can I do?**

- Again, your role is one of leadership. Appoint a member as your image building/public relations (IB/PR) chairman who is knowledgeable about or has an interest in the media.
- Ask your IB/PR chair to develop a written plan for image building that includes promotion of your club's full year's activities.
 - Use of the PSA available from the International office.
 - Participate in community activities such as parades, county fairs, art festivals, etc.
 - Wear T-shirts, sweatshirts, pins, or any item that has the Altrusa logo on it.
 - Select projects that have visibility.
 - Work with television, radio, and newspapers to get Altrusa news to the public.

A sample public relations chart and a blank chart follow on the next two pages. They should be copied and shared with your IB/PR chairman.

**How do we work
with the media?**

The media wants information on meetings that are open to the public and/or a service to the community.

Get to know the people at the newspaper or radio/TV stations! Make a contact. Take all of your news directly to that person. In that way you will have a much greater chance of getting it printed/aired. **Acquaint the media with Altrusa.**

Make every effort to recruit an employee from each media outlet for Altrusa membership.

**When should
information be
sent to the
media?**

Information needs to get to the news media in a timely manner.

- **Plan ahead**
 - Newsroom schedules are prepared at least a week ahead. Submit articles at least 7-10 days in advance. This improves your chances of having the articles published.
 - Notify editors at least 30 days in advance of major events.
 - For very large events (hosting a conference, holding a large fund raiser or service project) contact the media at least two months in advance.
 - Talk show guests are often booked three or more months ahead, but cancellations may occur. Contact the media three months prior to the event. If no slots are available, let them know you would be interested in a cancellation slot.
- If you would like the media to cover the event in person, **ask them**. Don't expect them to drop in—maybe they will and maybe they won't. Follow up with a telephone call the morning of the event to verify their arrival.

Altrusa International, Inc., of _____
Public Relations Yearly Planning Chart
20 ____ to 20 ____

Activity/event	Date of event or activity	Image building opportunity	Date to begin planning	Comments/evaluation
General opportunities PSA	Immediately	Purchase PSA from International	Immediately	
Make a Difference Day	Fourth Saturday in October	Presentation on local TV or radio talk shows	Arrange by July 15	
		Articles announcing event in newspapers and radio/TV stations	October 1—take to local stations	
		Coverage by media on day of event	Arrange for the coverage on October 1	Reminder call to media one week prior to and day of event
		Members wear Altrusa T-shirts or sweatshirts	Day of event	

Note: This chart doesn't represent a complete plan, but only an example of what can be done. The full year of activities should be listed and then analyzed for image building and public relations opportunities.

PRESS RELEASES

Your favorite word processing program can help with the formatting and printing of press releases. Just remember to get the *who, what, where, when, why, and how* in the first paragraph. Include a contact name and telephone number(s) and be sure the contact person has agreed to accept that role.

Sample press releases can be found in most word processing programs including Corel WordPerfect® and Microsoft® Word.

Formatting a press release

- ⌞ Type on standard, letter-sized paper.
- ⌞ Include contact information: name and telephone number with the name and address of your club.
- ⌞ If you include a headline, type it in caps. The headline summarizes the content of the release and must contain a verb.
- ⌞ Double space.
- ⌞ Use wide margins: one and one-half inches on the left, one inch on the right, one inch at the bottom. Begin typing the information one-third to one-half of the way down the page, the space allows the editor to make notes and assign a heading.
- ⌞ Indent paragraphs.
- ⌞ Eliminate confusion. It is best to write the event day and date, i.e. Friday, April 10. Let the editors change the date to fit their style. Don't use abbreviations or terms unfamiliar to most readers.
- ⌞ Be sure your release mentions any costs, restrictions, and/or deadlines. Individuals won't appreciate arriving at an event only to find that it required advanced ticket purchases.
- ⌞ If continuing to a second page, type "more" centered under the last line of copy on the first page. On page two, type the page number and slug line (a one-word description of the title/story) two inches from the top of the page, flush left.
- ⌞ Center the termination symbol "# # #" under the final paragraph.
- ⌞ Type on only one side of the paper.
- ⌞ Pay attention to deadline dates. Does the community calendar require information two weeks in advance? Factor the deadline into your schedule.

Model press releases

The media prefers a certain format for press releases. Sample releases for your club to use in developing its own press releases follow on the next four pages.

MODEL PRESS RELEASE FOR CLUB AWARDS

Contact: Altrusa International, Inc. of (club name)
(Name, office)
(Address)
(Area code, telephone number)

LOCAL ALTRUSA CLUB RECEIVES INTERNATIONAL SERVICE AWARD

The (name and description of award) has been awarded to the (club name) for (name of project or reason for award). The award recognizes (brief description of the award, who conferred it, and why it was established, how often it is given, etc.) It was received by (name of person or group) at (the name of event and location) on (date).

(Description of the project or performance by the club to merit the award, and persons in the club responsible for the achievement. How the award will affect the club, the community and/or beneficiaries of the award. Relate the relevancy of any past projects or performance leading to this award.)

Altrusa International is a worldwide volunteer service organization of executives and professionals dedicated to improving their communities through personal service. Members combine their talents to develop and finance service projects meeting specific community needs, especially those in literacy. Altrusa is recognized internationally for the significant contributions of its members.

#

MODEL PRESS RELEASE FOR OFFICER ELECTIONS

Contact: Altrusa International, Inc. of (club name)

(Name, office)

(Address)

(Area code, telephone number)

(FIRST AND LAST NAME) OF (CITY, STATE/PROVINCE) ELECTED (OFFICE)

OF ALTRUSA INTERNATIONAL, INC., OF (CLUB NAME)

(Club city)—(First and last name), (title), (company name), (city, state), was elected (office) for 20__ – 20__ of Altrusa International, Inc., of (club name). The election took place during the club’s annual business meeting. During her/his upcoming term of office (last name) will emphasize (name and briefly describe the focus, goals, beneficiaries, etc., of upcoming community service projects.)

Active in Altrusa since invited into membership in (year), (last name) currently serves as the club’s (office currently holding, if any). Previously, (last name) served as (list of previously held officers or committee chairmanships).

Other elected officers include (first and last name), (title), (company name), (city, state), for president-elect; (use similar pattern for other officers).

Altrusa International is a worldwide volunteer service organization of executives and professionals dedicated to improving their communities through personal service. Members combine their talents to develop and finance service projects meeting specific community needs, especially those in literacy. Altrusa is recognized internationally for the significant contributions of its members.

###

MODEL PRESS RELEASE FOR A FUND RAISER

Contact: Altrusa International, Inc. of (club name)
(Name, office)
(Address)
(Area code, telephone number)

ALTRUSA INTERNATIONAL, INC., OF (CLUB NAME) RAISES (NUMBER OF DOLLARS) TO BENEFIT (BENEFICIARY)

(Club city)—Members of Altrusa International, Inc., of (club name) continued their local tradition when they (describe event). This year over (amount of money) was raised and more than (number) people participated.

For the last (number of years), Altrusa International, Inc., of (club name) has (sponsored, cosponsored, organized, etc.) this event. Members have raised more than (amount of money) directly for (beneficiary).

In addition, Altrusa International of (club name) has (developed, advocated, supported, etc.) programs on behalf of (list major past and present projects, i.e., displaced homemakers, elderly women living along, etc.)

Altrusa International is a worldwide volunteer service organization of executives and professionals dedicated to improving their communities through personal service. Members combine their talents to develop and finance service projects meeting specific community needs, especially those in literacy. Altrusa is recognized internationally for the significant contributions of its members.

###

MODEL PRESS RELEASE FOR A MAKE A DIFFERENCE DAY

Contact: Altrusa International, Inc. of (club name)
(Name, office)
(Address)
(Area code, telephone number)

LOCAL ALTRUSANS MAKE A DIFFERENCE

(Club city)—Members of Altrusa International, Inc., of (club name) continued their local tradition of community service by participating in the (year, i.e., tenth) annual Make A Difference Day, Saturday, (date). (Describe the event, how many participated, beneficiaries of the activities.) (Identify if grant money was received from Wal-Mart.)

Make a Difference Day, the largest day of helping others, is sponsored by USA WEEK-END and is held in partnership with the Points of Light Foundation. For the last (number of years), Altrusa International, Inc., of (club name) has participated in this annual event.

In addition, Altrusa International of (club name) has (developed, advocated, supported, etc.) programs on behalf of (list major past and present projects, i.e., displaced homemakers, elderly women living alone, etc.)

Altrusa International is a worldwide volunteer service organization of executives and professionals dedicated to improving their communities through personal service. Members combine their talents to develop and finance service projects meeting specific community needs, especially those in literacy. Altrusa is recognized internationally for the significant contributions of its members.

###