



ACTIVE 20-30 US & CANADA

Twenty-Thirtian Newsletter



MIDTERMS

Check out the latest information about the national and international conventions happening in 2022.
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GROWING YOUR SOCIAL MEDIA

Social media can be one of the most effective ways for charities to build supporters, boost donations, and share success stories. Learn more about increasing your social media game.
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CLUB UPDATES

What are the latest events happening around the US with our different clubs. Check out whats coming up at the end of October moving in to November.
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PRESIDENT'S MESSAGE

by Ashley Corbett

FALL!!!! I love FALL!!!! There are many reasons for why I love fall and the majority of them have to do with growing up on the east coast. It wasn't until I moved to Arizona, that I truly did appreciate the beauty of fall and all it brings. Luckily, I can drive up north within two hours and get to see and experience some of the best things about fall..... the leaves changing color and the cooler weather.

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PRESIDENT'S MESSAGE CONTINUED

by Ashley Corbett

When I first joined VOS, we had a pretty busy fall. The new class of girls that I was a part of baked treats and goodies to sell to current members at a spooky Halloween movie night. We ended up placing the proceeds from that night in our Pennies-a-Day can. That was also the fall that we had our first ever Wine Soiree. It has been incredible to see that event evolve over the years from a simple happy hour with a few gift baskets to an all-out glamorous event with over 500 people. It's still one of my favorite events that VOS has done over the years, and it was inspiring to see the different chairs of the event put their vision into reality.

Some say that fall inspires creativity. It could be the excitement of the upcoming holidays, feeling relaxed in the layers, or just a rush of caffeine from a delicious pumpkin spice latte. I hear those are all the rage.... but I'm good sticking to my coffee. I encourage members to use this time of creativity to brainstorm a new event, take a current event to the next level, or just find an exciting way to bond with your club.

This fall we will continue to have town halls that will be posted in Facebook from our many committees. They are looking forward to sharing their expertise and ideas in professional development, public relations, and posting about events/club info over the many different types of social media. Make sure to check weekly for information about dates and times.

Don't forget to get outside as much as you can and enjoy fall wherever you happen to be. Have your club meet up at the many fall festivals and events your town has to offer. This is a great time to gather ideas and get inspired for events that you

might want to take on some day in the future. Host past actives for a night of pumpkin drinks and eats at a local establishment. Hope you enjoy fall as much as I do!

In service,
Ashley Corbett
 National President
 Active 20-30 U.S. & Canada
 412-972-0056|ashleyecorbett@gmail.com



MIDTERMS

by National Board

National Midterm

During the second weekend of March 2022, the Carson Valley Men's Club #85 will be hosting the National Midterm Convention. We look forward to hearing about what they have planned at the next national board meeting. More details to come soon!

International Midterm

Please go to www.activo2030juarez.com/elreencuentro to learn more about the international midterm in January 2022.




2022 Medio Término Internacional
International Midterm

13-16 de Enero, 2022
January 13th-16th, 2022

La celebración del centenario de nuestra organización empieza en la Riviera Maya... Acompáñanos!
Our organization's centennial celebration begins in the Riviera Maya... Join us!

2022 Medio Término Internacional | International Midterm

Hotel: Dreams Jade Resort & Spa

Certificado por la AAA con 4 Diamantes bajo el concepto de Lujo Ilimitado. (Todo incluido)
Certified by AAA with 4 Diamonds under the concept of Unlimited Luxury. (All Inclusive)




www.activo2030int.com | [@Activo20-30Internacional](https://www.facebook.com/Activo20-30Internacional) | [@activo2030int](https://www.instagram.com/activo2030int/)

2022 Medio Término Internacional | International Midterm

Donde? | Where?

Riviera Maya, México

Es un destino enfocado 100% al turismo, que cuenta con todo lo necesario para un viaje sin preocupación.
Is a destination 100% focused on tourism, with everything you need for a carefree trip.




www.activo2030int.com | [@Activo20-30Internacional](https://www.facebook.com/Activo20-30Internacional) | [@activo2030int](https://www.instagram.com/activo2030int/)

2022 Medio Término Internacional | International Midterm

Costo de Registro | Registration Fees

\$625 USD Hasta el 10 de Diciembre | *Until December 10th*

No garantizamos disponibilidad ni tarifa a partir del 10 de Diciembre, 2021 |
We do not guarantee availability or rates as of December 10th, 2021

Incluye: | Includes:

- Hotel (Ocupación doble) | Lodging (Double occupancy)
- Todas las comidas y bebidas | All meals and drinks
 - Kit de convencionista | Swag bag
- Fiestas y mucha diversión! | Party and lots of fun!

www.activo2030int.com | [@Activo20-30Internacional](https://www.facebook.com/Activo20-30Internacional) | [@activo2030int](https://www.instagram.com/activo2030int/)

Covid Measures include:

Before- If fully vaccinated- present a negative PCR or antigen test 48 hours before check-in at the hotel. (Proof of vaccination must be shown)

Partial or no vaccination- A PCR or antigen test will be conducted at the hotel upon arrival. In case of a positive result, quarantine will have to be carried out at the participant's expense. (more details to be shared)

In addition, a letter of responsibility must be signed accepting the risk of contagion when attending the event.

SOCIAL MEDIA AND MORE UPDATES

by *Communications Committee*

Are you connected to the Active 20-30 Social Media Sites? Here is where you can find us in the social realm....

[Facebook](#)

[Instagram](#)

[20-30 Meme page on Instagram](#)

[Tik Tok](#)

[Facebook Community page](#)

Also.....Check out the [Active20-30](#) website as more content and services to members have been added. The newest additions are a Members Only section and a Membership Roster. You will need to login to the website to view these sections.

Don't remember your login info? Login to the website and update your profile with a username/password. You can login on the website using your Google or Facebook info.

MEMBERS ONLY page can be found in the Resource section. Currently, the Marketing Toolkit and Calendar are there. We hope to have many more helpful items for clubs and members in the future.

MEMBERSHIP ROSTER

It is in the Resources > Members Only section. This lists all Active, Active Life and Past Active Life Members by club.

We're mobile!

Download the Wild Apricot Member App. You will need to login in with your username/password that you've set up in your database profile. Once you're logged in, your profile will appear. Click on the Active 20-30 US and Canada at the top under your name.

Thanks to the collaboration of Wayne Ingraham and Dale Fenton in bringing more information and services to our members.

LinkedIn

Please encourage your members that are on LinkedIn to follow the two official LinkedIn pages for both International & U.S.



UPCOMING BOARD MEETING

All members are welcome to attend. Board meeting packets are sent to the President & Secretary of every club the week before the board meeting. If you are not receiving the packet, please reach out to your President/Secretary or contact your Region Director.

The 2021-2022 National Board meetings will be the third Monday of each month at 6:00pm.

Join Zoom Meeting

<https://us02web.zoom.us/j/83225408523?pwd=V2tFY0dFZktVOERQY0FONjlnYW4rZz09>

Meeting ID: 832 2540 8523

Passcode: 511910

Dial by your location

- +1 669 900 6833 US (San Jose)
- +1 346 248 7799 US (Houston)
- +1 253 215 8782 US (Tacoma)
- +1 301 715 8592 US (Washington DC)
- +1 312 626 6799 US (Chicago)
- +1 646 876 9923 US (New York)

Meeting ID: 832 2540 8523

Passcode: 511910





CLUB ANNIVERSARIES

October:

- 10/7 Albuquerque #103 (re-chartered in 1988)
- 10/15 Santa Rosa #50 (chartered in 1929)
- 10/27 Rohnert Park/Cotati #656 (re-chartered in 1977)

November:

- 11/12 Healdsburg #205 (re-chartered in 2010)
- 11/18 Redding #143 (re-chartered in 2006)

BONFIRE STORE

All Active 20-30 US & Canada attire is now in one place. This t-shirt fundraising platform makes it easy for our nonprofit to raise money online for the foundation. And what's best..... it ships directly to you. Please check out the latest merchandise!

Latest campaigns:

#BeActive

Baseball Tees

Legacy T's

Pride Month

Volunteering Makes Me Happy Bags

<https://www.bonfire.com/store/active-20-30-us-canada-national-foundation/>

MISSION STATEMENT:

“Providing young adults with an opportunity for personal growth, friendship and leadership development while improving the quality of life for the underserved children in our communities.”

ACTIVE 20-30 CODE:

With the productive years of my life before me, and ambitions and ideals to be realized, I accept the following principles necessary in their attainment: To show proper appreciation for my community, and to do everything in my power for its growth and development; to recognize that friendship is reciprocal, and that friendly cooperation is the foundation of society; to offer sincere service to the Active 20-30 Club, and to fulfill, to the best of my ability, any task that the organization may assign me.

SUBMIT AN ARTICLE FOR THE NEWSLETTER

We are looking for newsletter content!! Have an article/content you would like to include in the newsletter? We are looking for:

- fundraisers
- 1 article about the value of being a part of a social club
- 1 Photo + Recap of your weekly meeting
- Content about your club events in any month

Please send them to info@active20-30.org subject line: newsletter by the 10th of each month to be included.



ACTIVE 20-30 US & CANADA COOKBOOK

DO YOU HAVE A FAVORITE RECIPE?

DO YOU HAVE A RECIPE SPECIAL TO
YOUR REGION OF THE COUNTRY?

The Fundraising Committee is asking you to submit a recipe for the newest Active 20-30 US & Canada Cookbook. We are looking for recipes in all different categories and look forward to seeing all regions represented.



Submit here:

[Cookbook
Submissions](#)

TIPS AND TRICKS TO GROW YOUR SOCIAL MEDIA FOLLOWING

by Canva

1. Keep it visual

In the realm of social media marketing, visual content is king. With consumers scrolling through hundreds of ads, posts, and notifications at any given moment, it takes a bold, visual content strategy to set your brand apart from the rest so spend some time establishing how you want your brand's mission and values to be communicated visually. Continuity is a particularly important element when considering the visuals of your social media feed so use software to your advantage here; when browsing image galleries, create boards of saved images to see how certain images work together before you decide to post them to your social feeds.

2. Use persuasive language

All good marketers know the value of a few carefully crafted words – carefully consider captions for their connection to your brand's values, mission, and also its visual identity. Go further and pair your text with a distinctive typeface that accurately reflects your brand's identity and you've created a simple, effective way to connect with your customers that's unmistakably yours. Not sure how to work with typefaces? There are only [a few simple rules you should follow](#).

3. Keep it up to date

Social media doesn't sleep—multiple platforms are perpetually churning out live, up to date, and current news and information, so in order to stay on top of the social media game, your brand needs to stay relevant. Although there are many theories on optimum social media frequency, how often brands should post is somewhat less important than maintaining the frequency you set. If you post once a week on a Sunday, for example, stick to that plan. If you want your brand to be the first to jump on the news, you'll have to keep it that way.

4. Enhance your photos

So you've got a beautiful image saved on your phone that you want to share. Before you do, have you considered enhancing it with a filter or two? Don't think that an image can't have your particular stance stamped on it; experimenting with filters is an easy way to enhance, dress up, or change the whole tone of an image with the simple tap of a button. Filters are also fantastic for helping to keep your imagery on brand, creating your own signature stamp on all images that you upload to social.



HOW TO BUILD A SOCIAL MEDIA MARKETING PLAN CONTINUED.....

by Canva

5. Collect powerful and consistent imagery

Stunning imagery is the foundation of successful visual content. A powerful image has the ability to grab users' attention and direct it in very specific ways. When using imagery it's important to keep it on a theme and tailored to your brand. Does your brand post inspirational, scenic shots of mountaintops and serene landscapes? Or do they focus on emotive images of consumers and people? Whatever your image preference, make sure it's always consistent.

6. Create valuable content

While there's a near-endless amount of content you can offer your audiences, the best type is by far the content that is valuable and relevant to your audience. Any consumer, even the most loyal and dedicated, will be driven to explore content that's relevant to them, which confirms just how important it is to know your audience intimately.

Get your content out there

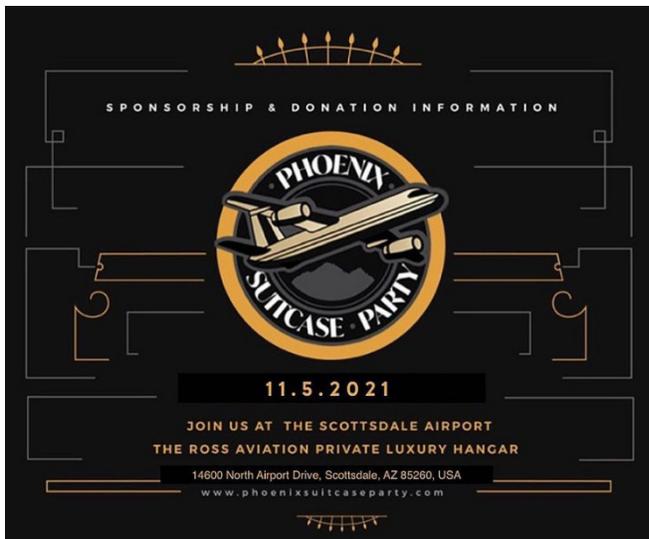
Arguably the most important part of a successful social media campaign is simply putting your content out into the world. At any given moment, countless other brands are pumping out content to users, so to keep up with the clamor, you need to be doing the same.

Try not to commit to an overly ambitious posting schedule if you don't think you will be able to keep up with it. Just be sure to keep your posting consistent, regular, and interesting.

10 tactics for launching on social media and generating buzz

01. Design a Teaser Campaign
02. Designate a Hashtag
03. Engage User With Contests
04. Create a Founder's List
05. Organize a Countdown to Build Excitement
06. Develop Consistency Across Social Media Platform Posts
07. Post Constantly—and at the Right Times
08. Design Fun Quizzes
09. Don't Neglect Your Calls To Action!
10. Jump Into Conversations

CLUB EVENTS



7 likes

sebastopol2030 It's baaack!!!
#sebastopol2030 is bringing back our Trivia night at @community_market in Sebastopol on November 8th at 6:30pm. Join us for laughs, drinks and a good competition.



Get your boat shoes out! The Active 20-30 Club is excited to announce their 2021 Lobster Feed dinner on Saturday November 6th at 6 PM at Portuguese Hall at 6676 Pocket Rd, Sacramento, CA 95831. The theme this year is yacht theme, so wear your boat shoes, sweaters and khaki shorts.