James Dupree Price instituted the Myrtice H. Price Membership Award in September 1990 to honor his wife, Myrtice H. Price, past District Governor 1968-1970, for her work in Altrusa and to encourage clubs to make a concerted effort to increase their numbers.

The monetary award comes from the interest, as of January 31 each year, on the Myrtice H. Price Endowment ($10,000) within District Three. The interest from the endowment shall be awarded annually to the Altrusa Club in District Three showing the greatest percentage net increase in membership from February 1 to January 31 of the following year. The award shall be presented at the District Conference. The interest from the endowment cannot be used for any other purpose.

The winner of the award is determined by the District Treasurer's record of paid members within each club as of January 31 of each year.