

Altrusa International Inc. District One

Strategic Plan for 2021 – 2023 (approved 2021-08-07)

Vision: Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.	Mission: To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.	Brand: Leading to a Better Community Brand Anchors: Flexibility, Inclusion, Clarity	Measures: 1.Member Numbers 2.Member Satisfaction Rating 3.Service Hours and Fundraising \$ 4.Number of clubs submitting awards 5.Social Media Connections
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Goal	Strategy	Action
Service Inspire profile enhancing Service Projects	Support a Signature International Service project Facilitate the sharing of service project ideas	<ul style="list-style-type: none"> ➤ Days for Girls AND Literacy ➤ Encourage multi-club (or partner with other non-profit) service projects ➤ Continue project sharing sessions at workshop ➤ Encourage clubs to document projects – Altrusa Intl Service Project database AND apply for District Awards.
Marketing/Communications Enhance the flow of Altrusa information internally and with external parties	Enhance bi-directional flow of information within Altrusa Push down news from Intl & Seek feedback from clubs Promote Altrusa to communities worldwide	<ul style="list-style-type: none"> ➤ Publish quarterly DSB plus call to conference ➤ Produce quarterly President’s Message ➤ Schedule monthly teleconference calls for presidents with open discussion on various topics including committee chairs and/or board members ➤ Promote use of Social Media to advertise our projects, programs, fundraisers, etc.
Members Stabilize and increase membership numbers in all clubs	Recruit & Retain a diverse membership Decrease number of club under charter strength	<ul style="list-style-type: none"> ➤ Strive for 10% growth in membership this biennium (=32 new members) ➤ Provide guidelines for member orientation/re-orientation ➤ Develop ‘refer a friend’ in a new area program ➤ Promote projects that give every member a chance to contribute
Leaders Create a pipeline of strong Altrusa Leaders	Identify and nurture potential leaders Host orientation and training	<ul style="list-style-type: none"> ➤ Encourage members to take on leadership roles – at club visits, and district events ➤ Create a mentorship program for those who want to move up, but don’t know how ➤ Provide training through sessions at workshop and conference and videoconference or onsite as requested ➤ Utilize skills of existing leadership and Past Governors
Member Service Inform, Update and Educate members	Respond to member needs in a timely manner	<ul style="list-style-type: none"> ➤ Respond to email requests within 24 hours. ➤ Provide updates to Presidents to disseminate to membership ➤ Ensure that Group Tally is up to date with member information and leadership identified
Finance Maintain fiscal integrity and fiscal health	Respond to members budget concerns	<ul style="list-style-type: none"> ➤ Inform members of budgetary process/fiscal needs