## Altrusa International Inc. Strategic Plan – 2017 - 2021

<table>
<thead>
<tr>
<th>Vision:</th>
<th>Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission:</td>
<td>To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.</td>
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<tr>
<td>Brand:</td>
<td>Leading to a Better Community</td>
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<tr>
<td>Brand Anchors:</td>
<td>Flexibility, Inclusion, Clarity</td>
</tr>
</tbody>
</table>
| Measures: | 1. Member Numbers  
2. Member Satisfaction Rating  
3. Service Hours and Fundraising $  
4. Website hits  
5. Social Media Connections |

### Service
- Inspire profile enhancing Service Projects
- Support a Signature International Service project
- Facilitate the sharing of service project ideas

### Marketing
- Enhance the flow of Altrusa information internally and with external parties
- Enhance bi-directional flow of information within Altrusa
- Promote Altrusa to communities worldwide

### Members
- Increase membership Numbers to XXX members by 2027
- Recruit & Retain a diverse membership

### Leaders
- Create a pipeline of strong Altrusa Leaders
- Develop leadership at all levels of Altrusa

### Member Service
- Inform, Update and Educate members
- Respond to member needs in a timely manner