

Altrusa International Inc. Strategic Plan – 2017 - 2021

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| <p>Vision: Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.</p> | <p>Mission: To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.</p> | <p>Brand: Leading to a Better Community</p> <p>Brand Anchors: Flexibility, Inclusion, Clarity</p> | <p>Measures:</p> <ol style="list-style-type: none"> 1.Member Numbers 2.Member Satisfaction Rating 3.Service Hours and Fundraising \$ 4.Website hits 5.Social Media Connections |
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| <p>Service Inspire profile enhancing Service Projects</p> | <p>Support a Signature International Service project</p> | <ul style="list-style-type: none"> ➤ ➤ ➤ ➤ |
| <p>Marketing Enhance the flow of Altrusa information internally and with external parties</p> | <p>Facilitate the sharing of service project ideas</p> | <ul style="list-style-type: none"> ➤ ➤ ➤ ➤ |
| <p>Members Increase membership Numbers to XXX members by 2027</p> | <p>Enhance bi-directional flow of information within Altrusa</p> | <ul style="list-style-type: none"> ➤ ➤ ➤ ➤ |
| <p>Leaders Create a pipeline of strong Altrusa Leaders</p> | <p>Promote Altrusa to communities worldwide</p> | <ul style="list-style-type: none"> ➤ ➤ ➤ ➤ |
| <p>Member Service Inform, Update and Educate members</p> | <p>Recruit & Retain a diverse membership</p> | <ul style="list-style-type: none"> ➤ ➤ ➤ |
| | <p>Develop leadership at all levels of Altrusa</p> | |
| | <p>Respond to member needs in a timely manner</p> | |