

Altrusa International District Five Inc. Strategic Plan – 2021 - 2023

<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>Following the lead of International, Adopt “Days for Girls” as District Service Project</p>	<ul style="list-style-type: none"> ➤ <u>Identify</u> and share new opportunities for addressing Literacy needs in our communities ➤ <u>Share</u> successful service projects in the DSB and online videos ➤ <u>Promote</u> the use of the International database/tool kit for service projects/fundraisers
<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"> ➤ <u>Encourage</u> new more-flexible & inclusive service projects ➤ <u>Responsible:</u> Service Chair
<p>Members Increase membership by 10% to 665 members by 2023</p>	<p>Enhance bi-directional flow of information within Altrusa</p>	<ul style="list-style-type: none"> ➤ <u>Share</u> information through the DSB & Website (District to members) ➤ <u>Collect</u> feedback via the Website, Survey Monkey & Google Forms (Members to District) ➤ <u>Implement</u> International’s marketing plan including best practice guides/tool kits ➤ <u>Utilize</u> International’s social media strategy/policy to communicate with prospects & members ➤ <u>Update</u> website for members ➤ <u>Engage</u> members with online training options ➤ <u>Promote</u> virtual meetings ➤ <u>Responsible:</u> District Board, Communications Chair
<p>Leaders Create a pipeline of strong Altrusa Leaders</p>	<p>Promote Altrusa within District Five</p>	<ul style="list-style-type: none"> ➤ <u>Embrace</u> change & diversity ➤ <u>Expand</u> ASTRA clubs with a focus on transition to Altrusa ➤ <u>Utilize</u> resources for the effective recruiting of new members ➤ <u>Promote</u> activities that are attractive to potential & younger members ➤ <u>Focus</u> on member retention ➤ <u>Engage</u> members in their Altrusa journey through service & personal interactions. ➤ <u>Responsible:</u> District Board, ASTRA Chair, Membership & Revitalization Chair
<p>Member Service Inform, Update and Educate members</p>	<p>Develop leadership at all levels of Altrusa</p>	<ul style="list-style-type: none"> ➤ <u>Embrace</u> International’s training track for new leaders (train the trainers) ➤ <u>Utilize</u> tools/best practice guidelines to build new leaders ➤ <u>Encourage</u> mentoring programs on District & Club levels ➤ <u>Facilitate</u> new leadership through succession planning ➤ <u>Responsible:</u> District Board
	<p>Respond to member needs in a timely manner</p>	<ul style="list-style-type: none"> ➤ <u>Encourage</u> collection & reporting of membership data through Group Tally ➤ <u>Utilize</u> tools/resources to support International/District/Clubs & individual members ➤ <u>Provide</u> DSB, Website, Online training videos & other services ➤ <u>Expand</u> communications with Clubs ➤ <u>Responsible:</u> District Board, Communications Chair