

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

<p><b>Vision:</b> Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.</p>	<p><b>Mission:</b> To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.</p>	<p><b>Brand:</b> Leading to a Better Community</p> <p><b>Brand Anchors:</b> Flexibility, Inclusion, Clarity</p>	<p><b>Measures:</b></p> <ol style="list-style-type: none"> <li>1.Member Numbers</li> <li>2.Member Satisfaction Rating</li> <li>3.Service Hours and Fundraising \$</li> <li>4.Website hits</li> <li>5.Social Media Connections</li> </ol>
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<p><b>Service</b> Inspire profile enhancing Service Projects</p>	<p>Following the lead of International, Adopt “Days for Girls” as District Service Project</p> <p>Facilitate the sharing of service project ideas</p>	<ul style="list-style-type: none"> <li>➤ <u>Identify</u> and share new opportunities for addressing Literacy needs in our communities</li> <li>➤ <u>Share</u> successful service projects in the DSB and online videos</li> <li>➤ <u>Promote</u> the use of the International database/tool kit for service projects/fundraisers</li> <li>➤ <u>Encourage</u> new more-flexible &amp; inclusive service projects</li> </ul> <p>Responsible: Service Chair</p>	<p>Adopt and promote International literacy Club projects in DSB</p> <p>President’s Zoom discussion</p> <p>President’s Zoom discussion</p>
<p><b>Marketing</b> Enhance the flow of Altrusa information internally and with external parties</p>	<p>Enhance bi-directional flow of information within Altrusa</p> <p>Promote Altrusa within District Five</p>	<ul style="list-style-type: none"> <li>➤ <u>Share</u> information through the DSB &amp; Website (District to members)</li> <li>➤ <u>Collect</u> feedback via the Website, Survey Monkey &amp; Google Forms (Members to District)</li> <li>➤ <u>Implement</u> International’s marketing plan including best practice guides/tool kits</li> <li>➤ <u>Utilize</u> International’s social media strategy/policy to communicate with prospects &amp; members</li> <li>➤ <u>Update</u> website for members</li> <li>➤ <u>Engage</u> members with online training options</li> <li>➤ <u>Promote</u> virtual meetings</li> </ul> <p>Responsible: District Board, Communications Chair</p>	<p>Quarterly DSB/ website workshop@ Conference/organize shared files</p> <p>Planned not implemented</p> <p>Zoom Meetings</p>
<p><b>Members</b> Increase membership by 10% to 665 members by 2023</p>	<p>Recruit &amp; Retain a diverse membership</p>	<ul style="list-style-type: none"> <li>➤ <u>Embrace</u> change &amp; diversity</li> <li>➤ <u>Expand</u> ASTRA clubs with a focus on transition to Altrusa</li> <li>➤ <u>Utilize</u> resources for the effective recruiting of new members</li> <li>➤ <u>Promote</u> activities that are attractive to potential &amp; younger members</li> <li>➤ <u>Focus</u> on member retention</li> <li>➤ <u>Engage</u> members in their Altrusa journey through service &amp; personal interactions.</li> </ul> <p>Responsible: District Board, ASTRA Chair, Membership &amp; Revitalization Chair</p>	<p>Discussed w Club Presidents</p> <p>3 Clubs in process</p> <p>Discussed w Club Presidents Zoom</p> <p>Club Visits, greeting cards, club fundraisers</p>
<p><b>Leaders</b> Create a pipeline of strong Altrusa Leaders</p>	<p>Develop leadership at all levels of Altrusa</p>	<ul style="list-style-type: none"> <li>➤ <u>Embrace</u> International’s training track for new leaders (train the trainers)</li> <li>➤ <u>Utilize</u> tools/best practice guidelines to build new leaders</li> <li>➤ <u>Encourage</u> mentoring programs on District &amp; Club levels</li> <li>➤ <u>Facilitate</u> new leadership through succession planning</li> </ul> <p>Responsible: District Board</p>	<p>No progress</p> <p>Used at Conference/Zoom Meetings</p> <p>Leadership Workshop/Club Visits</p>
<p><b>Member Service</b> Inform, Update and Educate members</p>	<p>Respond to member needs in a timely manner</p>	<ul style="list-style-type: none"> <li>➤ <u>Encourage</u> collection &amp; reporting of membership data through Group Tally</li> <li>➤ <u>Utilize</u> tools/best practice guidelines to build new leaders</li> <li>➤ <u>Provide</u> DSB, Website, Online training videos, &amp; other services</li> </ul> <p>Responsible: District Board, Communications</p>	<p>Club Visits/ Pres Zoom/Treasurer’s workshop</p> <p>Ongoing: DSB/ Training Videos</p> <p>Planned/Club Visits/Cards</p>

