

**Altrusa International District Five Inc. Strategic Plan – 2023 - 2025**

<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>District Theme: T.E.A.M.</b> Together Everyone Achieves More</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>Promote Literacy in District Five</p> <p>Support International Service projects including Days for Girls, Literacy Challenge, and Intentional Acts of Kindness</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>Inform and encourage</u> clubs -to track service, literacy specific and intentional acts of kindness and report on International website under Service heading</li>   <li>➤ <u>Promote</u> the use of the International database/tool kit for service projects/fundraisers by entering District Five service projects in database and informing clubs of the service project toolkit on International website</li> <li>➤ <u>Encourage</u> new more-flexible &amp; inclusive service projects</li> <li>➤ <u>Explore</u> a District Five specific service project</li>   <p><u>Responsible: District Board, Service Chair</u></p> </ul>	<p>-Literacy updates, highlight of International website service project registry, tracking of service/literacy hours and intentional acts of kindness at club visits, in DSB, President Zoom meetings.</p> <p>Seven(7) D5 service projects have been added to Int'l service registry from 4/24-10/24. Total of 18 projects listed.</p> <p>-Service Chair emails to Presidents with Days for Girls updates and other service information</p> <p>-Clubs sharing service projects on their Facebook pages</p> <p>Two D5 Clubs received <u>International Foundation Grants</u></p> <p>-DSB features projects submitted by Clubs</p> <p>-Compass Oct 24 feature D5 service projects</p> <p>-DFive Conference 2024 club trifold displays highlighting service</p> <p>-Service a topic of workshop at DFive Conference 2024 and addressed through scavenger hunt</p> <p>-Days for Girls service project at 2024 Conference</p>
	<p>Facilitate the sharing of service project ideas</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>	<ul style="list-style-type: none"> <li>➤ <u>Share</u> information through the quarterly DSB &amp; Website updates (District to members) and monthly President's Zoom meetings</li> <li>➤ <u>Promote</u> name recognition through social media postings of service projects &amp; fundraisers</li> <li>➤ <u>Collect</u> feedback via the Website, Survey Monkey &amp; Google Forms (Members to District)</li> <li>➤ <u>Encourage</u> clubs to utilize the International Marketing and Public Relations Plan as a guide in planning and promoting events, recruiting members, etc.</li> <li>➤ <u>Consider</u> implementation of a District Marketing Plan focusing on name/brand awareness, organization of new clubs, promoting projects/events and publicizing volunteer opportunities to enhance membership</li> </ul>	<p>-President Zoom meetings offered every month – average 70-75% club attendance</p> <p>-Quarterly DSB's published</p> <p>-DFive posts and promotes Club events on its Facebook page; page has 617 followers and 570 likes</p> <p>-Facebook posts generated interest and formation of new club in Tuscarawas County</p>
	<p>Promote Altrusa within District Five</p>		

		<ul style="list-style-type: none"> <li>➤ <u>Utilize</u> International's social media strategy/policy to communicate with prospects &amp; members</li> <li>➤ <u>Update</u> District and Club websites for members and community awareness</li> <li>➤ <u>Engage</u> members with online training options</li> <li>➤ <u>Promote</u> virtual meetings</li> </ul> <p><u>Responsibl's Zoe: District Board, Communications Chair</u></p>	<p>-D5 and Club Facebook pages used to promote fundraisers, service projects, meetings and events</p> <p>-Communications chair adds to club websites as information is received.</p> <p>-Online Officer trainings in May, and 4 Fall workshops on Saturdays in Oct, 2024 – avg attendance 30</p> <p>-Clubs offering or hosting virtual meetings and have access to District Zoom account</p>
<p><b>Members</b> Increase membership by 10% to 587 members by 2025</p>	<p>Recruit &amp; Retain a diverse membership</p>	<ul style="list-style-type: none"> <li>➤ <u>Embrace</u> change &amp; diversity within the District and Clubs focusing on recruitment of young professionals, and persons with different gender, race and ethnic backgrounds</li> <li>➤ <u>Expand</u> and organize at least one new ASTRA club with a focus on transition to Altrusa</li> <li>➤ <u>Organize</u> and establish at least one new club within District Five</li>   <li>➤ Utilize resources for the effective recruiting of new members</li> <li>➤ <u>Promote</u> activities and meeting times/formats that are attractive to potential &amp; younger members</li> <li>➤ <u>Focus</u> on member retention and implement survey of why members leave Altrusa</li> <li>➤ <u>Engage</u> members in their Altrusa journey through active service &amp; personal interactions that build positive relationships and networking</li> <li>➤ <u>Implement</u> Revitalization Plan for Clubs under charter strength</li>   <li>➤ <u>Responsible:</u> District Board, ASTRA Chair, Membership &amp; Revitalization Chair</li> </ul>	<p>-As of 9/30/24, D5 has 521 members. Membership as of 3/31/24 was 528.</p> <p>-One new ASTRA club in process (Mansfield)</p> <p>- One new club in formation (Tuscarawas County) 8 members/4 affiliate members</p> <p>-Promote new club in Shelby Co</p> <p>- One disbanded club (Lorain County) – Membership Taskforce Surveyed all members to determine why</p> <p>- Surveyed club “at risk”</p> <p>-Encourage clubs in visits and President’s Zoom meetings the value of relationships &amp; retention</p> <p>-All member session and one workshop at DFive Conference 24 focused on membership and diversity to recruit, retain and grow membership</p> <p>-International membership tools shared at club visits and through presentations at Conf. 24 and Fall Workshop</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 (training program)</li> <li>➤ <u>Encourage</u> Club and individual participation in District Conferences and International Conventions for education, support, and networking</li> <li>➤ <u>Encourage</u> active mentoring programs on District &amp; Club levels</li> </ul>	<p>-Offering Leadership workshop at D5 Conference 2024</p> <p>-Leadership and Succession Planning Fall Workshop in Sept 24 with 36 registered</p> <p>- Several Clubs have Co-Presidents or Co-Committee Chairs – Board encourages to assist in mentoring</p> <p>- Nearly 20% of DFive membership registered for conference</p> <p>-Fifteen (15) District Five members Attended International Convention</p>

		<p>➤ <u>Facilitate</u> and identify new leadership representing clubs throughout the District through succession planning</p> <p><u>Responsible:</u> District Board</p>	<p>-Six (6) Leadership Goals have been developed to support leaders: workshops, succession planning, mentoring programs, revitalization plan and bi-monthly President Zoom meetings</p>
<p><b>Member Service</b> Inform, Update and Educate members</p>	<p>Respond to member needs in a timely manner</p>	<p>➤ <u>Encourage</u> collection &amp; reporting of membership data through Group Tally</p> <p>➤ <u>Utilize</u> tools/best practice guidelines to build new leaders</p> <p>➤ <u>Provide</u> DSB, Website, online training videos (YouTube), shared document files &amp; other services to educate members</p> <p>➤ <u>Communicate</u> information and share resources available from International and International Foundation at Club visits and by other means</p> <p>➤ <u>Encourage</u> Club's to review Bylaws, review Policies and Procedures, establish Long Range Plans, complete annual budgets, gather information for Archives, etc. and provide resources and support, as needed</p> <p><u>Responsible:</u> District Board, Communications, Foundational Liaison</p>	<p>-Clubs encouraged to update Group Tally with Club and Foundation officers and chairs</p> <p>-District videos on YouTube</p> <p>-Quarterly DSB's published</p> <p>-International resources, Bylaws, P and P, LRSP, etc. shared through DSB, emails, club visits</p> <p>-Workshop focusing on International resources offered at DFive Conference 2024</p> <p>-Foundation display at Conference</p> <p>-New District Retention policy with information shared with Clubs</p> <p>-Responded to Clubs asking for advice/help with a variety of issues</p> <p>-Fall Workshop focused on member education: Who, What, Why-Altrusa; How to Write an Award; International Resources; Leadership</p>