

Altrusa District Five Strategic Plan – 2025 - 2027

<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>Theme: Embrace Change Brand: Leading to a Better Community 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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Service

Encourage collaboration with other nonprofits

Provide service to underserved community members

- Develop partnerships with other nonprofits
- Promote Literacy in District Five
- Support International Service Projects
- Investigate underserved population service opportunities
- Facilitate the sharing of service project ideas

- Assist Clubs in determining partnerships
- Assist clubs in identifying other non profits to collaborate with a focus on literacy
- Compile lists to share with District Five clubs containing nonprofits

- Identify and share new opportunities for addressing Literacy needs in our communities

- Support International projects

- Support and encourage clubs to find a new service project to support underserved community members

- Encourage use of the International Service Project Tool Kit
- Encourage and promote events that highlight Club's projects, ie: DSB, social media

District Board and Awards/Service Chair(s)

Communications/Marketing

Enhance the flow of Altrusa information

- Increase members marketing efforts
- Increase engagement rate on Social Media

- Promote International's marketing plan best practice guides/tool kits
- Promote all forms of social, ie Facebook, Instagram, LinkedIn, etc
- Explore a new or update existing District webpage
- Encourage clubs to explore different ways to communicate with members & community

District Board/Communications Chair

Leadership Develop leadership at all levels of Altrusa	<ul style="list-style-type: none"> ➤ Enhance the relationship between District Board and Clubs. ➤ Improve the availability and quality of leadership training materials. 	<ul style="list-style-type: none"> ➤ <u>Continue</u> Zoom meetings with Club Presidents ➤ <u>Explore</u> ways to reach all club members (other than officers) ➤ <u>Identify and Implement</u> mentoring opportunities throughout the District ➤ <u>Explore</u> ways to be more proactive to Clubs in supporting with more varied leadership training ➤ <u>Promote</u> attendance at District Conference and International Convention <p>District Board</p>
Member Service Enlighten and update members	<ul style="list-style-type: none"> ➤ Increase membership through recruitment and retention 	<ul style="list-style-type: none"> ➤ <u>Increase</u> membership by 10% ➤ <u>Develop</u> a process to track retention rate ➤ <u>Embrace</u> change within District Five by implementing new and creative recruiting and retention policies. ➤ <u>Embrace</u> diversity within the District and Clubs (Young Adults, different gender, race, ethnic backgrounds and disabilities) ➤ <u>Implement</u> “Each one, Reach one” ➤ <u>Provide</u> a training for Recruitment and Retention ➤ <u>Implement</u> Revitalization Plan for Clubs under charter strength ➤ <u>Establish</u> one new club <p>District Board/Membership Chair</p>
ASTRA Encourage support of ASTRA in District Five	<ul style="list-style-type: none"> ➤ Increase membership ➤ Increase involvement of ASTRA members in District 	<ul style="list-style-type: none"> ➤ <u>Establish</u> one new ASTRA club in the District ➤ <u>Explore</u> opportunities for ASTRA clubs to participate in Altrusa events ➤ <u>Explore</u> ways for ASTRA clubs to connect with each other ➤ <u>Establish</u> one new ASTRA club <p>District Board/ASTRA</p>

United Nation

Promote awareness to all Altrusans of the history/role of Altrusa at the United Nations

- Increase visibility of the United Nations
- Increase United Nations participation.

- Promote United Nations to members
- Enhance United Nations involvement.

District Board

SERVICE		
	WHO	RESULTS
	District Board/Service Chair(s)	
COMMUNICATIONS		
	District Board/Communications Chair	
LEADERSHIP		
	District/Leadership Chair (Gov- Elect)	

MEMBERSHIP		
	District Board/Mamebership Chair	
ASTRA		
	District Board/ASTRA Chair	
UNITED NATIONS		
	District Board	

