## Vision:
Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.

## Mission:
To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.

## Brand:
Leading to a Better Community

## Brand Anchors:
Flexibility, Inclusion, Clarity

## Measures:
1. Member Numbers
2. Member Satisfaction Rating
3. Service Hours and Fundraising $
4. Website hits
5. Social Media Connections

### Service
Inspire profile enhancing Service Projects

- Facilitate the sharing of service project ideas

### Marketing
Enhance the flow of Altrusa information internally and with external parties

- Enhance bi-directional flow of information within Altrusa
- Promote Altrusa to communities worldwide

### Members
Increase membership Numbers to 1,000 members by 2020

- Recruit & Retain a diverse membership

### Leaders
Create a pipeline of strong Altrusa Leaders

- Develop leadership at all levels of Altrusa

### Member Service
Inform, Update and Educate members

- Respond to member needs in a timely manner

#### Service
- Support a District Service Project
- Seek out new opportunities for addressing Literacy needs in our communities
- Inspire service projects/fundraisers through a data base/tool kit
- Encourage new more flexible & inclusive service projects

#### Marketing
- Share information through the District Service Bulletin
- Collect feedback via on-line surveys (Members to District)
- Develop a comprehensive marketing plan including best practice guides/tool kits
- Enhance the social media strategy/policy to communicate with prospects & members.
- Enhance the District Three website for potential members & intuitive one for members.

#### Members
- Embrace change and diversity
- Expansion of ASTRA clubs with focus on transition to Altrusa
- Improve resources for the effective recruiting of new members
- Promote activities that are attractive to potential and younger members
- Engage members in their Altrusa journey via service & personal interactions

#### Leaders
- Cultivate a training track for new leaders (train the trainers)
- Create tools/best practice guidelines to build new leaders
- Support a mentoring programme
- Remove barriers to growing new leaders

#### Member Service
- Collect and reporting of membership data through Group Tally
- Produce tools/resources to support District/Clubs and members
- Provide District Service Bulletin, District Website, District workshops, email communications and other services