



Altrusa International District Three, Inc.
Strategic Plan - 2018-2020
Approved 5/4/2018



<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>Facilitate the sharing of service project ideas</p>	<ul style="list-style-type: none"> ➤ <u>Support</u> a District Service Project ➤ <u>Seek</u> out new opportunities for addressing Literacy needs in our communities ➤ <u>Inspire</u> service projects/fundraisers through a data base/tool kit ➤ <u>Encourage</u> new more flexible & inclusive service projects
<p>Marketing 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"> ➤ <u>Share</u> information through the District Service Bulletin ➤ <u>Collect</u> feedback via on-line surveys (Members to District) ➤ <u>Develop</u> a comprehensive marketing plan including best practice guides/tool kits ➤ <u>Enhance</u> the social media strategy/policy to communicate with prospects & members. ➤ <u>Enhance</u> the District Three website for potential members & intuitive one for members.
<p>Members Increase membership Numbers to 1,000 members by 2020</p>	<p>Recruit & Retain a diverse membership</p>	<ul style="list-style-type: none"> ➤ <u>Embrace</u> change and diversity ➤ <u>Expansion</u> of ASTRA clubs with focus on transition to Altrusa ➤ <u>Improve</u> resources for the effective recruiting of new members ➤ <u>Promote</u> activities that are attractive to potential and younger members ➤ <u>Engage</u> members in their Altrusa journey via service & personal interactions
<p>Leaders Create a pipeline of strong Altrusa Leaders</p>	<p>Develop leadership at all levels of Altrusa</p>	<ul style="list-style-type: none"> ➤ <u>Cultivate</u> a training track for new leaders (train the trainers) ➤ <u>Create</u> tools/best practice guidelines to build new leaders ➤ <u>Support</u> a mentoring programme ➤ <u>Remove</u> barriers to growing new leaders
<p>Member Service Inform, Update and Educate members</p>	<p>Respond to member needs in a timely manner</p>	<ul style="list-style-type: none"> ➤ <u>Enhance</u> collection and reporting of membership data through Group Tally ➤ <u>Produce</u> tools/resources to support District/Clubs and members ➤ <u>Provide</u> District Service Bulletin, District Website, District workshops, email communications and other services