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|  | **Altrusa International Insert Club Name**  **Strategic Plan**  **2017-2019** | Insert Club Logo |

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| **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 |

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| **Service**  Implement at least one major service project |  |  |  | * Support a District project |
| * Seek out new opportunities for addressing Literacy needs in our communities |
| * Encourage new more flexible & inclusive service projects |
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| **Marketing**  Enhance our Image and Increase Visibility |  | * Share information through the District Service Bulletin (Governor’s Biennium Goal) * Develop a comprehensive marketing plan including best practice guides/tool kits |
| * Build a social media strategy/policy to communicate with prospects & members. |
| * Design an attractive website for potential members & intuitive one for members. |
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| **Members**  Show a positive membership growth | Retain 95% of current membership  Increase membership by at least two members per year | * Embrace change and diversity * Improve resources for the effective recruiting of new members |
| * Engage members in their Altrusa journey via service & personal interactions |
| * Promote activities that are attractive to potential and younger members |
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| **Leaders**  Promote leadership opportunities |  | * Provide at least one club member to serve on a District Committee (Governor’s Biennium Goal) |
| * Create tools/best practice guidelines to build new leaders |
| * Remove barriers to growing new leaders |
| **Member Service**  Enlighten and update members |  | * Enhance collection and reporting of membership data |
| * Share tools/resources available via International or District to support members |
| * Provide newsletter, Websites, Direct email and other services |
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| **GOAL 1: SERVICE – Implement at least one major service project** | | | | |
| **Strategies** | **Action Plan** | | **Responsible** | **Timeline** |
| **Objectives: 1.1 [Insert objective here]** | | | | |
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| **Objectives: 1.2** Encourage flexible and inclusive service projects | | | | |
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| **GOAL 2: MARKETING – Enhance our Image and Increase Visibility** | | | | | |
| **Objectives** | **Strategies** | **Action Plan** | **Responsible** | **Timeline** | **Remarks/  Evaluation** |
| **2.1** Continue to broaden exposure of Altrusa as a global volunteer service organization of women and men. | **2.1.1** Continue to broaden exposure of Altrusa as a global volunteer service organization of women and men. | a. Access and use available marketing International materials. |  |  |  |
| **2.1.2** Encourage members to become more visible in the community. | a. Use local media and social media outlets to publicize participation in Make a Difference Day (MADD) and in service and fundraising projects.  b. Review and adhere to the District Social Media policy.  c. Submit club articles for District publication |  |  |  |
| **2.1.3** Educate members about wide possibilities for media exposure | a. Use local media and social media outlets to publicize participation in Make a Difference Day (MADD).  b. Insure use of the Altrusa Media Guide. |  |  |  |

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| **GOAL 3: MEMBERS– Show a positive membership growth** | | | | |
| **Strategies** | **Action Plan** | | **Responsible** | **Timeline** |
| **Objectives: 3.1 Increase membership by 2 members each year.** | | | | |
| 3.1.1Actively recruit members. | a. Implement activities during “Add An Altrusan Month”.  b. Solicit ideas from other clubs for recruitment. | |  |  |
| 3.1.2 Use social networks to make contact with potential members. | a. Review District Media Policy.  b. Share information and communication, best practices on recruiting new members. | |  |  |
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| **Objectives: 3.2 Retain 95% of current membership** **each year** | | | | |
| **3.2.1** Identify member needs and provide clubs tools to meet these needs. | | a. Survey members to assess needs.  b. Plan meeting programs that focus on personal interest and development. |  |  |
| **3.2.2** Provide opportunities for personal and professional development. Encourage and nurture of individual members. | | a. Use International resources to help with retention, re-orientation and mentoring. |  |  |
| **3.2.3** Encourage attendance at District Conferences and International Conventions. | | a. Include financial support in annual budget for attendance at District Conference and International Convention. |  |  |
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| **GOAL 4: LEADERS – Promote leadership opportunities** | | | | |
| **Strategies** | **Action Plan** | | **Responsible** | **Timeline** |
| **Objectives: 4.1 Create a process to develop and sustain strong leaders at the club level.** | | | | |
| 4.1.1Provide leadership tools and promote mentoring. | a. Include programs that focus on leadership development.  b. Utilize resources made available by International and District. | |  |  |
| 4.1.2 Provide leadership tools and promote mentoring. | a. Include programs that focus on leadership development.  b. Utilize resources made available by International and District. | |  |  |
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| **Objectives: 4.2 Educate clubs on the benefits of attendance at District Conference and International Convention.** | | | | |
| 4.2.1Promote and encourage conference and convention attendance. | | a. Include financial support in annual budget for attendance at District Conference and International Convention. |  |  |
| 4.2.2Encourage members to serve as a member of a District Committee. | | a. Include financial support in annual budget for attendance at District Conference and International Convention.  b. Share district leadership roles and responsibilities.  c. Include references to the DSB in communications to club members. |  |  |
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| **GOAL 5: MEMBER SERVICE – Enlighten and update members** | | | | | |
| **Objectives** | **Strategies** | **Action Plan** | **Responsible** | **Timeline** | **Remarks/  Evaluation** |
| **5.1** Encourage club strategic planning | 5.1.1 Develop a Strategic Plan using resources at the International and District level  5.1.2 Provide members the tools to develop the strategic plan | a. Engage a Strategic Planning Committee |  |  |  |
| 5.2 Enhance members’ knowledge of Altrusa | 5.1.1 Provide timely orientation for new members  5.1.2 Encourage members to access resources available within the Club, District or International | a. Implement a comprehensive orientation for new members.  b. Provide access to various media, such as Club newsletters, direct email, District Service Bulletin and International Compass. |  |  |  |