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|  | **Altrusa InternationalInsert 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 Numbers2.Member Satisfaction Rating3.Service Hours and Fundraising $4.Website hits5.Social Media Connections |

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| **Service**Implement at least one major service project |  |  |  | * Support a District project
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| * Seek out new opportunities for addressing Literacy needs in our communities
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| * 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
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| * Build a social media strategy/policy to communicate with prospects & members.
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| * 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 membershipIncrease membership by at least two members per year | * Embrace change and diversity
* Improve resources for the effective recruiting of new members
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| * Engage members in their Altrusa journey via service & personal interactions
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| * 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
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| **Member Service**Enlighten and update members  |  | * Enhance collection and reporting of membership data
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| * Share tools/resources available via International or District to support members
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| * 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 level5.1.2 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 members5.1.2 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. |  |  |  |