|  |  |  |
| --- | --- | --- |
|  | **Altrusa International District Three, Inc.**  **Strategic Plan - 2023-2025** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |  | * Support a District Service Project and International’s “Days for Girls” |
| * 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**  Enhance the flow of Altrusa information internally and with external parties | Enhance bi-directional flow of information within Altrusa | * Share information through the District Service Bulletin * Collect feedback via on-line surveys (Members to District) |
| * Enhance marketing plan including best practice guides/tool kits |
| Promote Altrusa to communities worldwide | * Enhance social media strategy/policy to communicate with prospects & members. |
| * Enhance District website for potential members & intuitive one for members. |
| **Members**  Increase membership Numbers to 800 members by 2024 | Recruit & Retain a diverse membership | * 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**  Create a pipeline of strong Altrusa Leaders | Develop leadership at all levels of Altrusa | * Cultivate a training track for new leaders (train the trainers) |
| * Enhance tools/best practice guidelines to build new leaders |
| * Support the mentoring programme |
| * Encourage succession planning at all levels |
| **Member Service**  Inform, Update and Educate members | Respond to member needs in a timely manner | * Enhance collection 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 |
|  |