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

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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**Inspire profile enhancing Service Projects |  | Facilitate the sharing of service project ideas |  | * Support a District Service Project and International’s “Days for Girls”
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| * Seek out new opportunities for addressing Literacy needs in our communities
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| * Inspire service projects/fundraisers through a data base/tool kit
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| * Encourage new more flexible & inclusive service projects
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| **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)
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| * Enhance marketing plan including best practice guides/tool kits
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| Promote Altrusa to communities worldwide | * Enhance social media strategy/policy to communicate with prospects & members.
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| * Enhance District website for potential members & intuitive one for members.
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| **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
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| * Improve resources for the effective recruiting of new members
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| * Promote activities that are attractive to potential and younger members
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| * Engage members in their Altrusa journey via service & personal interactions
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| **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)
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| * Enhance tools/best practice guidelines to build new leaders
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| * Support the mentoring programme
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| * Encourage succession planning at all levels
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| **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
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| * Produce tools/resources to support District/Clubs and members
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| * Provide District Service Bulletin, District Website, District workshops, email communications and other services
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