

Altrusa International Inc Strategic Plan 2022-2028

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	MEASURERS: <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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SERVICE	Inspire profile enhancing service projects	Promote Days for Girls International Project	<ul style="list-style-type: none"> ➤ Continue promotion of International Project Days for Girls. ➤ Encourage all clubs to develop a signature literacy project. ➤ Increase awareness and utilization of Service Project Tool Kit. ➤ Encourage all clubs to submit club project entries for District and International awards.
MARKETING	Enhance the flow of Altrusa information	Enhance focus on literacy	<ul style="list-style-type: none"> ➤ Share information with members through the Compass and on the International website. ➤ Utilize comprehensive marketing plan including best practice guidelines and tool kit. ➤ Maintain a social media strategy as a way to communicate with current and prospective membership. ➤ Maintain attractive and informative website.
	Enhance bi-directional flow of information within Altrusa	Promote Altrusa to communities worldwide.	
MEMBERSHIP	Increase membership to 10,000 by 2027	Recruit and maintain a diverse membership	<ul style="list-style-type: none"> ➤ Embrace change and diversity. ➤ Expand our ASTRA clubs with focus on transition to Altrusa. ➤ Improve resources for effective recruiting of new members. ➤ Promote activities that are attractive to younger members. ➤ Engage members in their Altrusa journey via service and personal interactions. ➤ Enhance and encourage the Virtual Club process throughout the organization. ➤ Expand our members by building new clubs.
LEADERS	Create a pipeline of strong Altrusa leaders	Develop leadership at all levels of Altrusa.	<ul style="list-style-type: none"> ➤ Develop and implement a succession plan for Clubs and Districts. ➤ Create tools and best practice guidelines to build new leaders. ➤ Continue support of mentoring program. ➤ Remove barriers to developing new leaders. ➤ Provide tools for conflict management.
MEMBER SERVICE	Inform, update and educate members	Respond to member needs in a timely manner.	<ul style="list-style-type: none"> ➤ Enhance collection and reporting of membership data through Group Tally. ➤ Produce tools/resources to support membership. ➤ Provide information through The Compass, International website and/or direct email.

Altrusa International Inc Strategic Plan 2021 – 2025
Committee Updates – 2022

Communications:

		2022 Updates		<ul style="list-style-type: none">▪ Maintain and continue to find ways to improve the International website in order to provide our membership the tools they need to maintain and grow their clubs.▪ Determine more effective ways of communicating with our members.▪ Look at alternative ways of reaching our members through Social Media.▪ Educate membership on ways of staying connected when meeting in-person is not possible or practicable.
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Membership:

		2022 Updates		<ul style="list-style-type: none">▪ Recruit and maintain a diverse membership.▪ Provide support for all new clubs.▪ Enhance mentoring program.▪ Look at ways to engage membership with focus on retention.▪ Continue outreach to Clubs at Large.▪ Enhance and encourage virtual clubs by making it more appealing to our membership.▪ Review and update New Club Building Manual.▪ Update Membership Development/Facebook page.
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Leadership:

		2022 Updates	<ul style="list-style-type: none"> ▪ Review and update President’s Manual, Governor-Elect Manual and Officer Job Descriptions to ensure they meet the needs of our members. ▪ Conduct Governor-Elect Training July 2022. ▪ Develop and implement a succession plan that can be adapted by all Clubs and Districts. ▪ Continue support of mentoring program by identifying and fostering leadership traits. ▪ Identify and remove barriers to foster new leaders. ▪ Identify tools for conflict management.
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Service:

		2022 Updates	<ul style="list-style-type: none"> ▪ Promote and continue support of International Service Project Days for Girls. ▪ Enhance focus on literacy by encouraging all clubs to develop a signature literacy project that can be maintained and enhanced each year moving forward. ▪ Increase awareness and use of Service Project Tool Kit and Project Database. ▪ Encourage clubs to showcase club projects by
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			<p>submitting entries for International and District awards.</p> <ul style="list-style-type: none"> ▪ Continue promotion and encourage more submissions for the Eleanor Roosevelt Humanitarian Award. ▪ Maintain and update Service page on International website.
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ASTRA:

		2022 Updates	<ul style="list-style-type: none"> ▪ Increase number of ASTRA clubs by 10% throughout the organization. ▪ Utilize the marketing video to encourage sponsorship of new ASTRA clubs. ▪ Continue a focus on the transition from ASTRA to Altrusa membership. ▪ Improve communication between ASTRA members and Altrusa clubs, Districts, and International. ▪ Maintain updated materials and manuals and improve member access. ▪ Continue to promote and support ASTRA Alumni Program and Young Professionals Initiative.
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