



# Altrusa International Strategic Plan 2024-2030



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| <b>Vision:</b> Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs. | <b>Mission:</b> To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers. | <b>Brand:</b> Leading to a Better Community<br><br><b>Brand Anchors:</b><br>Flexibility, Inclusion, Clarity | <b>Measures:</b><br>1.Member Numbers<br>2.Member Satisfaction Rating<br>3.Service Hours and Fundraising<br>4.Website hits<br>5.Social Media Connections |
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| <b>Service</b><br>Encourage collaboration with other nonprofits                   | <ul style="list-style-type: none"> <li>➤ Develop a partnership with one global literacy nonprofit</li> <li>➤ Compile and share a list of nonprofits for clubs</li> </ul>                          | <ul style="list-style-type: none"> <li>➤ <u>Create</u> strategic partnerships with organizations focusing on global literacy to increase brand awareness and provide a united literacy focused service initiative.</li> <li>➤ <u>Compile</u> a list for clubs to identify with for partnering on service projects.</li> </ul>   |
| Provide service to underserved community members.                                 | Investigate underserved population service opportunities.   | <ul style="list-style-type: none"> <li>➤ <u>Support and encourage</u> clubs to find a new service project to support underserved community members.</li> </ul>  |
| <b>Communications/Marketing</b><br>Enhance the flow of Altrusa information        | <ul style="list-style-type: none"> <li>➤ Increase members marketing efforts</li> <li>➤ Increase engagement rate on Social Media</li> </ul>  | <ul style="list-style-type: none"> <li>➤ <u>Provide</u> marketing materials</li> <li>➤ <u>Provide</u> Social Media Guides</li> <li>➤ <u>Provide</u> better engagement online</li> </ul>   |
| <b>Leadership</b><br>Strengthen the leadership pipeline with Clubs and Districts. | <ul style="list-style-type: none"> <li>➤ Implement Club Succession Planning</li> <li>➤ Implement District Succession Planning</li> <li>➤ Provide Succession Planning materials</li> </ul>         | <ul style="list-style-type: none"> <li>➤ <u>Implement</u> a succession plan within each Club</li> <li>➤ <u>Implement</u> a succession plan within each District</li> <li>➤ <u>Update</u> current Succession Plan materials on the International website.</li> </ul>   |
| Develop leadership at all levels of Altrusa.                                      | <ul style="list-style-type: none"> <li>➤ Enhance the relationship between District Boards and Clubs.</li> <li>➤ Improve the availability and quality of leadership training materials.</li> </ul> | <ul style="list-style-type: none"> <li>➤ <u>Encourage</u> District Boards to work with current Club Presidents to provide leadership candidates.</li> <li>➤ <u>Encourage</u> Districts to be more proactive to Clubs in supporting Clubs with more varied leadership training.</li> <li>➤ <u>Encourage</u> District Boards to utilize Club visits to maintain a database of candidates for District leadership.</li> <li>➤ <u>Provide</u> updated Leadership Training materials to implement with a timeline of suggestions presented in the training.</li> </ul> |

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| <p><b>Member Service</b><br/>Enlighten and update members</p>   | <p>Increase membership through recruitment and retention</p>   | <ul style="list-style-type: none"> <li>➤ <u>Increase</u> membership by 10%</li> <li>➤ <u>Retain</u> membership by 95%</li> <li>➤ <u>Implement</u> a One Plus One initiative</li> </ul>   |
| <p><b>ASTRA:</b><br/>Improve and simplify processes to better support ASTRA Clubs</p>                                     | <ul style="list-style-type: none"> <li>➤ Simplify Scholarship Application and Judging process</li> <li>➤ Simplify the submission of the Year-End report</li> <li>➤ Modify Alumni Report</li> <li>➤ Increase the number of Alumni survey responses</li> </ul> | <ul style="list-style-type: none"> <li>➤ <u>Utilize</u> Google Forms to re-format scholarship applications and judging score sheets.</li> <li>➤ <u>Utilize</u> Google Forms to automate the Year-End Report.</li> <li>➤ <u>Utilize</u> Google Forms to automate the Alumni survey.</li> <li>➤ <u>Conduct</u> the Alumni survey at the time of cord presentation</li> </ul> |
| <p><b>United Nations</b><br/>Promote awareness to all Altrusans of the history/role of Altrusa at the united Nations.</p> | <ul style="list-style-type: none"> <li>➤ Increase visibility of the United Nations.</li> <li>➤ Increase United Nations participation.</li> </ul>   | <ul style="list-style-type: none"> <li>➤ <u>Promote</u> United Nations to members.</li> <li>➤ <u>Enhance</u> United Nations involvement.</li> </ul>  |

Approved: July 27, 2024

## SERVICE GOAL: Encourage collaboration with other nonprofits

### Objective 1: Develop a partnership with one global literacy nonprofit

| Strategies  | Action Plan  | Responsible   | Timeline   |
|---|--|---|--|
| <p>Create strategic partnerships with organizations that focus on literacy on a global scale to increase our brand awareness around the world and provide more literacy-focused service opportunities for all clubs as a united initiative.</p> | <ul style="list-style-type: none"> <li>• Research prospective partner organizations and ways we can collaborate.                             <ul style="list-style-type: none"> <li>○ Compile a list of global literacy nonprofits.</li> <li>○ Identify ways we can partner with each nonprofit on the list.</li> </ul> </li> <li>• Identify top partner organizations                             <ul style="list-style-type: none"> <li>○ Rate each organization based on alignment with our missions and likeliness of club [participation.</li> <li>○ Identify the top three rated organizations.</li> <li>○ Ask clubs to vote for their favorite organizations from the top three.</li> </ul> </li> <li>• Contact top prospective organizations and propose a partnership plan.                             <ul style="list-style-type: none"> <li>○ Develop a personalized plan for the most favorite organization, including a way to track donations.</li> <li>○ Contact the most favorite organization and present them with their partnership plan, negotiating if necessary.</li> </ul> </li> <li>• Inform and foster club participation in the partnership opportunities.                             <ul style="list-style-type: none"> <li>○ Ask the International Foundation to create a funding line for the new partnership so we can donate funds as a collective effort instead of individual clubs.</li> <li>○ Develop marketing materials to inform clubs about the new partnership service opportunities.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Service Committee</li> <br/> <li>• Service Committee and all members</li> <br/> <li>• Service Committee and International Board</li> <br/> <li>• International Board, Service Committee and all members</li> </ul> | <ul style="list-style-type: none"> <li>• August</li> <br/> <li>• November</li> <br/> <li>• March</li> <br/> <li>• July and Year-round</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>○ Announce the new partnership service opportunities for the Service Facebook Group.</li> <li>○ Create a workshop for all members to learn about the new partnership service opportunities.</li> <li>○ Encourage all clubs to implement the new partnership service project(s).</li> <li>● Inform and encourage public support of the new partnership service impact. <ul style="list-style-type: none"> <li>○ Ask clubs to donate to the Altrusa International Foundation to support the new partnership.</li> <li>○ Ask members to solicit public donations, from individuals and businesses, in support of the new partnership.</li> <li>○ Announce the new partnership and highlight participation on the Altrusa International Facebook and LinkedIn pages.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>● All members and the Executive Director</li> </ul> | <ul style="list-style-type: none"> <li>● Year round</li> </ul> |
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**Objective 2: Compile and share a list of nonprofit organizations that clubs partner with in their local communities.**

| Strategies  | Action Plan  | Responsible  | Timeline  |
|---|--|--|---|
| <p>This list would help clubs identify either the same or similar organizations they can partner with and provide them with ideas for service projects.</p> | <ul style="list-style-type: none"> <li>● Compile a list of nonprofit organizations that club partner within their local communities. <ul style="list-style-type: none"> <li>○ Ask District Service Chairs to work with clubs in identifying nonprofit organizations that they have partnered with and how they partnered.</li> <li>○ Using the Service Newsletter and Facebook Group, ask members to submit the collaboration info to their District Service Chairs.</li> <li>○ Compile an unduplicated list of organizations with their respective example service projects identified under them.</li> </ul> </li> <li>● Share the list with all clubs <ul style="list-style-type: none"> <li>○ Upload the finalized list to the Service webpage.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>● Service Committee, District Service Chairs and all members</li> <li>● Executive Director and Service Committee</li> </ul> | <ul style="list-style-type: none"> <li>● November</li> <li>● March</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>○ Announce the new list and share the list it the Service Newsletter and Facebook Group.</li> </ul> |  |  |
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**COMMUNICATIONS/MARKETING GOAL: Enhance the flow of Altrusa information**

**Objective 1: Increase members marketing efforts**

| Strategies                  | Action Plan   | Responsible              | Timeline      |
|-----------------------------|---|--------------------------|---------------|
| Provide Marketing Materials | Create How-To Guides on Marketing and deliver to members through a member platform. Allow members full access to Marketing 101 to improve efforts | Communication Committees | December 2024 |

**Objective 2: Increase the engagement rate on Altrusa Social Media**

| Strategies                       | Action Plan  | Responsible              | Timeline |
|----------------------------------|--|--------------------------|----------|
| Provide Social Media Guides      | Provide a guide on how to use different social media platforms, list of all the free marketing tools | Communication Committees | May 2025 |
| Provide Better Engagement online | Engage with members online and post more to increase branding  | Communication Committees | Ongoing  |

## LEADERSHIP GOAL: Strengthen the leadership pipeline with Clubs and Districts.

### Objective 1: Club succession planning

| Strategies                                   | Action Plan   | Responsible   | Timeline   |
|--|---|---|--|
| Implement a succession plan within each Club | <ul style="list-style-type: none"> <li>Identify the positions that should have a succession plan</li> <li>Identify the skills and qualifications of the members who would fit in these positions</li> <li>Identify the members that could fit in these positions</li> <li>Start grooming by mentoring the potential officers</li> <li>Review the succession plan</li> </ul> | <ul style="list-style-type: none"> <li>Current Club President, Board and Nominating Committee</li> <li>Current Club President, Board and Nominating Committee</li> <li>Current Club President, Board, Committee Chairs and Nominating Committee</li> <li>Board, Past Club Presidents, and others with mentoring skills</li> <li>Board and Nominating Committee</li> </ul> | <ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Annually</li> </ul> |

### Objective 2: District succession planning

| Strategies                                       | Action Plan   | Responsible  | Timeline  |
|--|---|--|---|
| Implement a succession plan within each District | <ul style="list-style-type: none"> <li>Identify the positions that should have a succession plan</li> <li>Identify the skills and qualifications of the members who fit the various positions</li> <li>Maintain a list of potential members who could become district officers</li> <li>Start grooming potential leaders, through mentoring</li> <li>Have active committees in the District to help identify future leaders</li> <li>Review your succession plan</li> </ul> | <ul style="list-style-type: none"> <li>District Board of Directions and Nominating Committee</li> <li>District Board of Directors and Nominating Committee</li> <li>District officers on club visits, District Committee Chairs</li> <li>District Board, Past Governors, Committee Chairs</li> <li>District Board</li> <li>District Board and District Committee Chairs</li> </ul> | <ul style="list-style-type: none"> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Ongoing</li> <li>Annually</li> </ul> |

### Objective 3 : Provide Succession Planning materials

| Strategies  | Action Plan  | Responsible   | Timeline  |
|---|--|---|---|
| Update current Succession Plan Materials on the International website | <ul style="list-style-type: none"> <li>Review and update current Succession Plan materials on the International website</li> <li>Submit updated Succession Plan to the International Board for approval</li> <li>Review District Succession Plans</li> </ul> | <ul style="list-style-type: none"> <li>International Leadership Development Committee</li> <li>International Board</li> <li>International Leadership Development Committee</li> </ul> | <ul style="list-style-type: none"> <li>Fall 2024</li> <li>Fall 2024</li> <li>Ongoing</li> </ul> |

**LEADERSHIP GOAL: Develop leadership at all levels of Altrusa**

**Objective 1: Enhance the relationship between District Boards and Clubs.**

| Strategies   | Action Plan  | Responsible     | Timeline                       |
|--|--|-----------------|--------------------------------|
| Encourage District Boards to work with the current Club Presidents to provide leadership candidates.           | Invite current President, President Elects, and any other Altrusan that the President sees as a leadership candidate to join a Zoom call to gain an understanding the roles of Club Leadership.  | District Boards | Annually, September - February |
| Encourage Districts to be more proactive to Clubs in supporting Clubs with more varied leadership training.    | Provide mentoring in the various areas, i.e., District Secretary / Secretaries, District Treasurer / Treasurers, District Governor Elect / Club President Elects utilizing virtual training on Zoom and sharing successes between Districts.   | District Boards | Annually                       |
| Encourage District Boards to utilize Club Visits to maintain a database of candidates for District leadership. | Add section to Club Visit Forms to capture names of potential Board members.<br><br>Then, invite candidates recognized by Board during Club Visits to join a Zoom call to gain an understanding of the roles of District Leadership.<br><br>Pass the names of potential Board members to Nominating Committee. | District Boards | Annually                       |

**Objective 2: Improve the availability and quality of leadership training materials.**

| Strategies   | Action Plan  | Responsible   | Timeline |
|--|--|---|----------|
| Provide Leadership Training materials to implement with a timeline of suggestions presented in the training. | The Governors' Council will appoint a biennium Ad hoc Committee of three Governors each biennium, who will coordinate with the International Leadership Committee and Governors to ensure that all leadership materials are created, updated and available to each district for leadership development and trainings in clubs and districts. | Ad hoc committee of 3 Governors per biennium, working with the International Leadership Committee | Ongoing  |

## MEMBERSHIP GOAL: Positively impact membership growth (Recruit and Retain)

Objective 1: Increase membership through recruitment and retention.

| Strategies                        | Action Plan  | Responsible   | Timeline   |
|-----------------------------------|--|---|------------|
| Increase members by 10% per club. | <ul style="list-style-type: none"> <li>Actively recruit members by inviting to meetings and asking them to join.</li> <li>Plan orientation for new members.</li> <li>Use social media to inspire possible new members.</li> </ul>                              | <ul style="list-style-type: none"> <li>All members</li> <li>Membership Committee</li> <li>Communications Committee</li> </ul> | Year round |
| Retain members by 95% per club.   | <ul style="list-style-type: none"> <li>Encourage members participate in activities within the Club, District, or International</li> <li>Keep in contact with members and engage to support them and provide helpful tools to make them feel needed.</li> </ul> | <ul style="list-style-type: none"> <li>Club President</li> <li>Membership Committee</li> </ul>                                | Year round |
| One plus One                      | <ul style="list-style-type: none"> <li>Motivate each member to bring one new member during the year.</li> <li>Focus on diverse new members.</li> <li>Incorporate activities to promote <i>Add an Altrusa Month</i>.</li> </ul>                                 | <ul style="list-style-type: none"> <li>Club President</li> <li>Membership Committee</li> <li>Membership Committee</li> </ul>  | Year round |



**ASTRA GOAL: Improve and simplify processes to better support ASTRA clubs.**

**Objective 1: Simplify the scholarship application and judging process.**

| Strategies  | Action Plan   | Responsible     | Timeline                 |
|---|---|-----------------|--------------------------|
| Utilize Google forms to re-format scholarship applications and judging score sheets. The new format will allow applicants and judges the ease of submitting forms online or with a mobile device. | Work with Altrusa International Foundation to approve re-format process of scholarship applications. Ensure judges score sheets are complete and functional | ASTRA Committee | December 2024 Completion |

**Objective 2: Simplify the submission of the Year-end report**

| Strategies  | Action Plan   | Responsible     | Timeline                |
|---|---|-----------------|-------------------------|
| Utilize Google forms to automate the Year-end report to allow for real-time access to data. | Re-format current Survey Monkey form to Google forms. | ASTRA Committee | January 2025 Completion |

**Objective 3: Modify Alumni Survey**

| Strategies  | Action Plan   | Responsible     | Timeline                |
|---|---|-----------------|-------------------------|
| Utilize Google forms to automate the Alumni Survey to allow for real-time access to data. | Re-format current Survey Monkey form to Google forms. | ASTRA Committee | January 2025 Completion |

**Objective 4: Increase the number of Alumni Survey responses**

| Strategies  | Action Plan  | Responsible             | Timeline |
|---|--|-------------------------|----------|
| Implement effective methods of collecting the data. | Conduct Alumni survey at time of cord presentation | ASTRA Committee/Liaison | Ongoing  |

## UNITED NATIONS GOAL: Promote awareness to all Altrusans of the history/role of Altrusa at the United

### Objective 1: Increase visibility of the United Nations

| Strategies                                | Action Plan   | Responsible  | Timeline   |
|---|---|--|--|
| Promote United Nations to Altrusa members | <ul style="list-style-type: none"> <li>• Provide membership information to Clubs for recognition of UN Days of Observation and/or Sustainable Goals.</li> <li>• Encourage Districts and Clubs to celebrate UN Days of Observance that are pertinent to their communities</li> <li>• Utilize Altrusa International Facebook page</li> <li>• Provide ideas for Clubs to link their service to UN Days/Goals</li> <li>• Publish an “Altrusa and the UN” article in each issue of the Compass</li> <li>• Continue UN-related workshops at each International Convention and at District Conferences upon request</li> </ul> | <ul style="list-style-type: none"> <li>• United Nations Committee</li> <li>• United Nations Committee</li> <li>• United Nations Committee</li> <li>• United Nations Committee</li> <li>• United Nations Committee</li> <li>• United Nations Committee</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Ongoing</li> <li>• Quarterly</li> <li>• Ongoing</li> <li>• Ongoing</li> </ul> |

### Objective 2: Increase United Nations Participation

| Strategies             | Action Plan  | Responsible  | Timeline   |
|------------------------|--|--|--|
| Enhance UN Involvement | <ul style="list-style-type: none"> <li>• Increase UN/NGO Youth Rep involvement                             <ul style="list-style-type: none"> <li>○ Write one article for Compass</li> </ul> </li> <li>• Ensure Team UN members receive UN/NGO Ground Passes</li> <li>• Participate in ongoing UN/DGC teleconferences and other workshops</li> </ul> | <ul style="list-style-type: none"> <li>• United Nations Committee</li> <li>• United Nations Committee</li> <li>• United Nations Committee</li> </ul> | <ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Annually</li> <li>• Ongoing</li> </ul> |