



Altrusa International Strategic Plan 2025-2031



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
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Service Support collaborative service.
Communications Enhance the flow of Altrusa information.

➤ Support Altrusa Clubs in developing impactful, innovative, and collaborative service. ➤ Integrate ASTRA Service Development goals and activities. ➤ Improve communication at all levels. ➤ Promote Days for Girls.
➤ Improve communications between organizational levels (Club, District, and International).

➤ <u>Develop</u> resources and connections leading to innovative and collaborative service. ➤ <u>Assist</u> clubs in developing service projects with an international impact. ➤ <u>Develop and recommend</u> a signature literacy project with a global literacy nonprofit that will grow and understand Altrusa's mission. ➤ <u>Encourage</u> Altrusa Clubs to partner with ASTRA Clubs to develop and implement service projects. ➤ <u>Share</u> service project ideas across all districts and clubs. ➤ <u>Share</u> fundraising methods to support service projects. ➤ <u>Encourage</u> communication prior to service project implementation within community. Assist clubs in marketing their service in the community prior to the events in order to engage more community members with Altrusa. ➤ <u>Promote</u> Days for Girls through COMPASS, DSBs, social media, and at district conferences and International Convention. ➤ <u>Encourage</u> Days for Girls sharing at both Altrusa and ASTRA meetings. ➤ <u>Resource</u> District Chairs through ASTRA International Committee hosted meetings. ➤ <u>Highlight</u> successes in this service area.
➤ <u>Standardize</u> communication channels and expectations. ➤ <u>Improve</u> clarity and consistency. ➤ <u>Increase</u> engagement.

	➤ Strengthen our presence outside our organization through social media. ➤ Increase Brand Visibility.	➤ <u>Provide</u> structured guidance. ➤ <u>Increase</u> engagement. ➤ <u>Use</u> emerging tools. ➤ <u>Strengthen</u> brand consistency. ➤ <u>Promote</u> impact. ➤ <u>Expand</u> awareness.
Leadership Develop and expand accessible leadership resources.	➤ Develop a practical resource manual to guide audits at the Club and District levels. ➤ Serve as reliable source of leadership, knowledge, tools, and support.	➤ <u>Collaborate</u> with District leaders: identify best accounting practices and typical audit challenges. ➤ <u>Develop</u> standardized tools, checklists, and templates to support consistent audits. ➤ <u>Validate</u> resources by gathering feedback from representative Clubs and Districts during their regular annual budgeting or audit review processes prior to full implementation. ➤ <u>Maintain</u> practical, up-to-date leadership resources aligned with policies and best practices. ➤ <u>Ensure</u> resources are accessible, easy to use, and appropriate for Clubs and Districts. ➤ <u>Provide</u> guidance and clarification, upon request, within the scope of the committee's role.
Provide quality training that promotes the growth and development of leaders.	➤ Deliver high-quality, relevant, and comprehensive training for Governors-Elect.	➤ <u>Provide</u> structured, progressive training aligned with leadership expectations and organizational priorities. ➤ <u>Emphasize</u> practical application through discussion, reflection, collaboration, and guided self-assessment. ➤ <u>Utilize</u> multiple learning formats—including workshops, peer discussion, facilitated book studies, and progress monitoring—to support leadership readiness. ➤ <u>Engage</u> experienced leaders as facilitators, mentos, and coaches. ➤ <u>Provide</u> structured, progressive training aligned with leadership expectations and organizational priorities. ➤ <u>Emphasize</u> practical application through discussion, reflection, collaboration, and guided self-assessment. ➤ <u>Utilize</u> multiple learning formats – including workshops, peer discussion, facilitated book studies, and progress monitoring – to support leadership readiness. ➤ <u>Engage</u> experienced leaders as facilitators, mentors, and coaches.

	➤ Build a strong, inclusive community that promotes the growth and development of current and future leaders	➤ <u>Promote</u> inclusive leadership development opportunities at all levels. ➤ <u>Encourage</u> mentorship, collaboration, and shared learning. ➤ <u>Increase</u> awareness of leadership pathways and expectations. ➤ <u>Encourage</u> Districts to work with Clubs to develop succession plan.
Develop leadership at all levels of Altrusa.	➤ Enhance the relationship between District Boards and Clubs ➤ Improve the availability and quality of leadership training materials.	➤ <u>Encourage</u> District Boards to work with the current Club Presidents to develop leadership candidates at the Club level. ➤ <u>Encourage</u> Districts to be more proactive to Clubs in supporting Clubs with more varied leadership training. ➤ <u>Encourage</u> District Boards to utilize Club Visits to maintain a database of candidates for District leadership. ➤ <u>Provide</u> Leadership Training materials to implement with a timeline of suggestions presented in the training.
Membership Increase membership through recruitment and retention.	➤ Increase membership by having each member add one new member. ➤ Streamline the new member process. ➤ Establish onboarding process of new members. ➤ Collaborate with District membership Chairs. ➤ Develop ways to engage young adults, men and retirees.	➤ <u>Recruit</u> new members. ➤ <u>Implement</u> new member challenge. ➤ <u>Promote</u> to District membership Chairs - One new member foe each member. ➤ <u>Promote</u> social media. ➤ <u>Develop</u> a unified guideline to recruit and initiate new members. ➤ <u>Create</u> a simplified/unified guide for all clubs to use. ➤ <u>Create</u> onboarding process. ➤ <u>Develop</u> materials for all clubs to use. ➤ <u>Communicate</u> with District Membership Chairs. ➤ <u>Create</u> a Meet and Greet with District membership Chairs. ➤ <u>Support and assist</u> Virtual Clubs; to expand membership, increase engagement, and strengthen leadership through flexible and accessible virtual clubs. ➤ <u>Promote</u> New Club Build; serve as a resource. ➤ <u>Identify and contact</u> successful clubs that are recruiting and engaging young adults, men and retirees. ➤ <u>Create</u> a check list. ➤ <u>Communicate</u> information to all clubs.
ASTRA Empower young leaders through membership,	➤ Grow and sustain ASTRA membership.	➤ <u>Increase</u> student participation and retention in ASTRA Clubs by fostering a supportive environment that encourages leadership, mentorship with Altrusa members, and meaningful peer connections.

service, and literacy – while building lasting connections.	➤ Develop leadership through service and collaboration. ➤ Promote literacy and personal growth among ASTRA members.	➤ <u>Engage</u> ASTRA members in service projects that address literacy and community needs while building leadership, teamwork, and project-management skills in partnership with Altrusa sponsors. ➤ <u>Strengthen</u> literacy-focused initiatives that enhance communication, confidence, and academic success, empowering ASTRA students to become effective leaders and advocates in their schools and communities.
United Nations Promote awareness to all Altrusans of the history/role of Altrusa at the United Nations.	➤ Increase visibility of the United Nations ➤ Increase United Nations participation	➤ <u>Promote</u> United Nations to members. ➤ <u>Enhance</u> United Nations involvement.

SERVICE GOAL: Support collaborative service.

Objective 1.1 Support Altrusa Clubs in developing impactful, innovative, and collaborative service.

Strategies	Action Plan	Responsible	Timeline
Develop resources and connections leading to innovative and collaborative service.	- Refer District Governors and Service Chairs to ideas on website and share in meetings with them and in newsletters. - Update with new ideas quarterly. - Encourage use of revised award applications for documenting success with new projects. - Provide information for use at district workshops and conferences	Service Development Committee	Materials currently posted but start updates summer 2026 Updates to continue as needed
Assist clubs in developing service projects with an international impact.	- Refer District Governors and Service Chairs to ideas shared on website and provide new ideas they are developed. - Update with new ideas quarterly. - Encourage use of revised award application for documenting success with new projects. - Share new projects developed in newsletters, in website, and in workshops or conferences.	Service Development Committee	Materials currently posted but start updates summer 2026 Updates to continue as needed
Develop and recommend a signature literacy project with a global literacy nonprofit that will grow an understanding of Altrusa's mission.	- Work with International President and international Board to explore ideas and develop partnership. - Implement challenge with International President.	International President and Board with follow-up by Service Committee	Summer and Fall, 2026

Objective 1.2 Integrate ASTRA Service Development goals and activities.			
Strategies	Action Plan	Responsible	Timeline
Encourage Altrusa Clubs to partner with ASTRA Clubs to develop and implement service projects.	• Work with ASTRA Committee to update project ideas. • Share in newsletter and in meetings with District Governors and Service Chairs. • Provide information in both Service and ASTRA sites. • Contact ASTRA advisors for new ideas developed in ASTRA Clubs.	Service Development and ASTRA Committees ASTRA liaison between the 2 committees	Summer 2026 and ongoing
Objective: 1.3 Improve communication at all levels.			
Strategies	Action Plan	Responsible	Timeline
Share service project ideas across all districts and clubs.	• Update service webpage quarterly. • Discuss with District Governors and Service Chairs, developing a new list of ideas. • Provide quarterly ZOOM meetings with District Governors and Service Chairs. • Announce new signature literacy project partnership and a marketing plan for districts and clubs.	Service Development Committee International Board, International President, Communications Committee	In progress Winter, 2026-2027
Share fundraising methods to support service projects.	• Compile and share ideas on website and through newsletter. Ask clubs to submit ideas for a new list to update list. • Provide information from International President about new funding from International for signature literacy project.	Service Development Committee International Board and President, International Foundation	Fall, 2026 and ongoing Winter, 2026-2027 and ongoing
Encourage communication prior to service project implementation within community. Assist clubs in marketing their service in the community prior to the events in order to engage more community members with Altrusa.	• Provide ideas in COMPASS article and discuss at meetings with District Governors and Service Chairs. • Encourage clubs to grow their social media presence to facilitate communication with their community. • Encourage district-wide workshops on marketing and provide resources for districts and clubs to use.	Collaborate with International Communication Committee	Periodically beginning summer 2026

Objective: 1.4 Promote Days For Girls			
Strategies	Action Plan	Responsible	Timeline
Promote Days for Girls through COMPASS, DSBs, social media and at district conferences and International Convention.	• Provide resources for clubs and districts to use. • Provide displays at district conferences and International Convention.	International and district chairs International Board, International President, and Governors	Ongoing
Encourage Days for Girls sharing at both Altrusa and ASTRA meetings.	• Provide power point for clubs to use at meetings.	International and district chairs	Ongoing
Resource District Chairs through ASTRA International Committee hosted meetings.	• Use quarterly meetings with District chairs.	Days for Girls liaison from service committee	Ongoing
Highlight successes in this service area.	• Utilize DSBs, COMPASS, website, and Facebook to publicize successes.	Collaborate with Communications Committee	Summer 2026 and ongoing

COMMUNICATION GOAL: Enhance the flow of Altrusa information

Objective 1.1: Improve communications between organizational levels (Club, District, and International)

Strategies	Action Plan	Responsible	Timeline
Standardize communication channels and expectations.	Develop a communication framework; Create a centralized Communication Hub; Establish quarterly touchpoints.	International Communications Committee; District Chairs	Launch by Jan 2027; Ongoing
Improve clarity and consistency.	Develop branded templates; Provide how-to guides; Ensure branding compliance.	International Communications Committee	October 2026; Ongoing
Increase engagement.	Expand collaborative platforms; Enable feedback tools; Share best practices.	International & District Committees	Ongoing

Objective 1.2: Strengthen our presence outside our organization through social media

Strategies	Action Plan	Responsible	Timeline
Provide structured guidance	Develop Social Media Playbook; Offer training; Provide Canva templates.	International Communications Committee	December 2026; Ongoing
Increase engagement	Set posting benchmarks; Encourage storytelling; Use hashtags and tagging.	Clubs, Districts, Intl Committee	Ongoing
Use emerging tools	Encourage use of AI through recommendation of tools and guidance.	International Communications Committee	March 2027; Ongoing

Objective 1.3: Increase Brand Visibility

Strategies	Action Plan	Responsible	Timeline
Strengthen brand consistency	Reinforce Brand Book; Provide brand kits; Conduct audits.	International Communications Committee	January 2027; Annual
Promote impact	Develop campaigns; Share measurable outcomes; Feature stories.	Clubs, Districts, Intl Committee	Ongoing
Expand awareness	Provide media tools; Encourage outreach; Promote partnerships.	Clubs, Districts	Ongoing

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 develop leadership candidates at the Club level.	Invite current President, President Elects, and any other Altrusan that the President sees as a leadership candidate to join a leadership meeting to gain an understanding of Club Leadership roles. Expand opportunities to include personal development skills related to leadership roles.	District Boards	Annually, September – February;
Encourage Districts to be more proactive to Clubs in supporting Clubs with more varied leadership training.	- Provide training and mentoring in the various leadership roles: - District Secretary/Club Secretaries; - District Treasurer/Club Treasurers - District Governor Elect / Club President Elects - Utilize virtual and/or in-person training and share successes between Districts.	District Boards	Annually during District Conference season
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. - Then, invite candidates recognized by Board during Club Visits to join a Zoom call to gain an understanding of the roles of District Leadership. - Pass the names of potential Board members to Nominating Committee. - Maintain Database from year-to-year and pass along to next Board	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 District Leadership Committee Chairs, 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 training in Clubs and Districts. Districts representation will rotate each biennium. - Create and maintain a library of Training Modules	Ad hoc committee of 3 Governors per biennium, working with the International Leadership Committee	Ongoing: First Meeting of the Governor's Council should include appointment of Ad Hoc District Leadership Chair

LEADERSHIP GOAL: Develop and expand accessible leadership resources.

Objective: 1.1 Develop a practical resource manual to guide audits at the Club and District levels.

Strategies	Action Plan	Responsible	Timeline
Collaborate with District leaders to identify best accounting practices and typical audit challenges.	- Form a small working group to review existing audit resources and policies. - Prepare information regarding financial reviews into a clear, user-friendly draft manual. - Share draft resources with representative Clubs and Districts that conduct annual budgets and audit reviews and request feedback.	Leadership Committee Chair Assigned Leadership Committee members. District Audit Committees	Development and initial review: September 2025 - March 2026 Feedback and revisions: April – May 2026
Develop standardized tools, checklists, and templates to support consistent audits.	Revise resources based on feedback received.	Leadership Committee Chair Assigned Leadership Committee members. District Audit Committees	Presentation of the resource manual to the International Board for approval in July 2026
Validate resources by gathering feedback from representative Clubs and Districts during their regular annual budgeting or audit review processes prior to full implementation.	Distribute the finalized manual digitally and promote its use through District Conferences, Convention, workshops, and leadership training opportunities.	Leadership Committee Chair Assigned Leadership Committee members. District Audit Committee	Planning and content development: September 2026 – March 2027 Final distribution and promotion: April – May 2027 (and ongoing through conferences/convention cycle as applicable)

Objective 1.2: Serve as reliable source of leadership, knowledge, tools and support.

Strategies	Action Plan	Responsible	Timeline
Maintain practical, up-to-date leadership resources aligned with policies and best practices.	Determine the scope and type of leadership resources to be provided.	Leadership Committee members	Resource maintenance and support: Ongoing throughout the biennium
Ensure resources are accessible, easy to use, and appropriate for Clubs and Districts.	Create a centralized digital library of leadership resources located on the Leadership page of the International website.	Leadership Committee members	Resource maintenance and support: Ongoing throughout the biennium
Provide guidance and clarification upon request, within the scope of the committee's role.	- Designate Leadership Committee members as points of contact for general guidance and referrals. - Provide periodic updates, reminders, or clarifications as needed.	Leadership Committee members	Resource maintenance and support: Ongoing throughout the biennium

LEADERSHIP GOAL 2: Provide quality training that promotes the growth and development of leaders.

Objective: 2.1 Deliver high-quality, relevant, and comprehensive training for Governors-Elect.

Strategies	Action Plan	Responsible	Timeline
Provide structured, progressive training aligned with leadership expectations and organizational priorities Emphasize practical application through discussion, reflection, collaboration, and guided self-assessment	• Develop an annual Governors-Elect training calendar with clearly defined learning objectives • Identify core leadership topics (e.g., communication, team building, membership engagement, conflict management, strategic planning)	Leadership Committee Chair Vice Chair or designated Training Lead Assigned Leadership Committee members and facilitators	• Planning and content development: May–June of odd years • Training delivery and assessments: Convention of odd years, monthly virtual meetings
Utilize multiple learning formats—including workshops, peer discussion, facilitated book studies, and progress monitoring—to support leadership readiness Engage experienced leaders as facilitators, mentors, and coaches.	• Prioritize core leadership topics. • Ensure all sections within the Governor-Elect Manual are covered. • Assign Leadership Committee members or guest leaders to develop and facilitate specific training sessions (virtual and conference-based) • Implement a facilitated Governors-Elect Book Study with guided discussion and reflection. • Select one or more leadership-focused books aligned with identified training topics. • Utilize monthly reflective progress checks aligned with the Governor-Elect Checklist to support leadership preparation and monitor progress markers.	Leadership Committee Chair Vice Chair or designated Training Lead Assigned Leadership Committee members and facilitators	Face-to-Face GE Training: July of even years Evaluation and refinement: May of odd years

Provide structured, progressive training aligned with leadership expectations and organizational priorities. Emphasize practical application through discussion, reflection, collaboration, and guided self-assessment. Utilize multiple learning formats—including workshops, peer discussion, facilitated book studies, and progress monitoring—to support leadership readiness. Engage experienced leaders as facilitators, mentors, and coaches.	- Review feedback and insights from reflective progress checks to identify trends, provide targeted support, and refine training content as needed. - Incorporate pre-reading, short assignments, or reflection prompts between sessions to reinforce learning. - Collect feedback following each training session to evaluate effectiveness and guide improvements.	Leadership Committee Chair Vice Chair or designated Training Lead Assigned Leadership Committee members and facilitators	Planning and content development: May–June of odd years Training delivery and assessments: Convention of odd years, monthly virtual meetings Face-to-Face GE Training: July of even years Evaluation and refinement: May of odd years
Objective: 2.2 Build a strong, inclusive community that promotes the growth and development of current and future leaders.			
Strategies	Action Plan	Responsible	Timeline
Promote inclusive leadership development opportunities at all levels. Encourage mentorship, collaboration, and shared learning.	- Communicate leadership opportunities, pathways, and expectations at the Club, District, and International levels. - Encourage Clubs and Districts to share leadership opportunities on social media, especially the Leadership Development Committee Facebook page. - Encourage mentorship and peer support among leaders at different stages.	Leadership Committee members District Governors and District Leadership Chairs Club leaders (as partners in leadership development)	Leadership pathway development: Ongoing Engagement and mentoring: Year-round Recognition and reflection: Annually or as appropriate
Increase awareness of leadership pathways and expectations. Encourage Districts to work with Clubs to develop a succession plan.	- Share leadership development resources, tools, and best practices. - Recognize leadership growth, participation, and service.	Leadership Committee members District Governors and District Leadership Chairs Club leaders (as partners in leadership development)	Leadership pathway development: Ongoing Engagement and mentoring: Year-round Recognition and reflection: Annually or as appropriate

MEMBERSHIP GOAL: Increase membership through recruitment and retention.

Objective 1.1: Increase membership by having each member add one new member.

Strategies	Action Plan	Responsible	Timeline
Recruit new members.	Actively invite guests to meeting/service projects	All members	Ongoing
Implement new member challenge.	Partner with Communications Committee and Marketing task force to create Bring a Friend * Build a Future challenge	Communications Committee, Marketing task force and all clubs	Ongoing
Promote to District Membership Chairs-One new member for each member.	Encourage District Membership Chairs to educate and encourage action for their District club membership chairs	District Membership Chairs	Ongoing
Promote social media.	Enhance social media interaction, education, and increase followers	Membership Development Committee (MDC)	Ongoing

Objective 1.2: Streamline the new member process

Strategies	Action Plan	Responsible	Timeline
Develop a unified guideline to recruit and initiate new members	Research and determine what clubs are currently doing in new member process.	MDC	Ongoing
Create a simplified/unified guide for all clubs to use.	- Create a new step by step guide for streamlining potential members into becoming new members. - Communicate with the guide with all clubs. - Ensure all clubs have received copy.	MDC MDC and District Membership Chairs	Ongoing

Objective 1.3: Establish onboarding process of new members			
Strategies	Action Plan	Responsible	Timeline
Create onboarding process.	MDC will create a guide with steps for clubs to use for onboarding new members for improved engagement	MDC	Ongoing
Develop materials for all clubs to use.	- Create a new member onboarding check list. - Provide guidelines for clubs to use. - Communicate guide with all clubs. - Ensure all clubs are aware of changes. - Create bilingual documents. - Promote strong onboarding which builds strong clubs.	MDC MDC MDC and District Membership Chairs MDC and District Membership Chairs All members	Ongoing
Objective 1.4: Collaborate with District Membership Chairs			
Strategies	Action Plan	Responsible	Timeline
Communicate with District Membership Chairs.	- Each MDC member assigned as liaison with each District Membership Chair as a resource. - Promote better engagement. - Ensure all membership materials are distributed	MDC	ongoing
Create a Meet and Greet with District Membership Chairs.	- Host first zoom meeting and prepare agenda. - Create workshops/District Membership Chair connection opportunities such as idea sharing sessions	MDC	ongoing
Support and assist Virtual Clubs; to expand membership, increase engagement, and strengthen leadership through flexible and accessible virtual clubs.	- Host zoom open house. - Create shareable digital flyer/social media campaign. - Partner with ASTRA clubs for transition into young adult membership. - Build strong online community culture including themed meetings, speakers, service spotlights. - Create virtual social events, such as coffee chats, game nights. - Promote joint meetings with other District clubs.	District Membership Chair	ongoing

	• Design service/literacy projects partner with other organizations. • Strengthen online presence with consistent postings on social media.		
Promote New Club Build; serve as a resource.	• Promote new club builds throughout Districts. • Serve as a resource to sponsors. • Provide materials and forms for starting a new club build. • Prepare Compass article. • Continue communications for sponsors during process. • Attend meetings as requested, including the charter meeting.	MDC	Ongoing
Objective 1.5: Develop ways to engage young adults, men and retirees			
Strategies	Action Plan	Responsible	Timeline
Identify and contact successful clubs that are recruiting and engaging young adults, men, and retirees.	• Acquire details from clubs that have successfully recruited young adults, men, and retirees.	MDC and District Membership Chairs	Ongoing
Create a check list.	• Provide membership with a how to tips for recruiting these segments.	MDC and District Membership Chairs	Ongoing
Communicate information to all clubs.	• Writing compass article • Posting on International website • Reaching out to assigned Districts Create workshops as needed and/or requested	MDC and District Membership Chairs MDC MDC	Ongoing

ASTRA GOAL: Empower young leaders through membership, service, and literacy –while building lasting

Objective 1.1: Grow and sustain ASTRA membership.

Strategies	Action Plan	Responsible	Timeline
Increase student participation and retention in ASTRA Clubs by fostering a supportive environment that encourages leadership, mentorship with Altrusa members, and meaningful peer connections.	- Conduct membership outreach through orientations, classroom visits, flyers, and peer invitations. - Assign ASTRA members to committees or leadership roles to encourage ownership and engagement. - Foster regular interaction with Altrusa sponsors through joint meetings, mentorship moments, or collaborative activities.	ASTRA Club Officers Altrusa Club Liaison School Advisor	Membership review each September and January

Objective: 1.2 Develop leadership thorough service and collaboration.

Strategies	Action Plan	Responsible	Timeline
Engage ASTRA members in service projects that address literacy and community needs while building leadership, teamwork, and project-management skills in partnership with Altrusa sponsors.	- Organize A S T R A - led service committees responsible for planning, implementing, and evaluating projects. - Provide guidance and training on leadership skills such as communication, teamwork, and time management. - Plan and execute service projects that align with literacy, education, and community well-being.	ASTRA Service Committee Altrusa Service Chair District ASTRA Chair	Minimum of two service projects per school year Leadership training offered annually (Fall semester)

Objective: 1.3 Promote literacy and personal growth among ASTRA members.

Strategies	Action Plan	Responsible	Timeline
Strengthen literacy-focused initiatives that enhance communication, confidence, and academic success, empowering ASTRA students to become effective leaders and advocates in their schools and communities.	- Organize literacy activities such as reading mentorships, book drives, storytelling events, or tutoring programs. - Collaborate with Altrusa members to provide workshops, guest speakers, or educational resources. - Encourage ASTRA members to take active roles in promoting literacy within their schools.	ASTRA Literacy Committee Altrusa Literacy Chair District Literacy Coordinator	Literacy initiatives implemented each semester Annual evaluation in May

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.	• Provide membership information to Clubs for recognition of UN Days of Observation and/or Sustainable Goals. • Utilize Altrusa International Facebook page. • Provide ideas for Clubs to link their service to UN Days/Goals. • Publish an “Altrusa and the UN” article in each issue of the Compass. • Continue UN-related workshops at each International Convention and at District Conferences upon request.	United Nations Committee	Ongoing

Objective 2: Increase United Nations Participation

Strategies	Action Plan	Responsible	Timeline
Enhance UN Involvement. .	• Increase UN/NGO Youth Rep involvement. • Write one article for Compass. • Ensure Team UN members receive UN/NGO Ground Passes. • Participate in ongoing UN/DGC teleconferences and other workshops.	United Nations Committee	Ongoing Annually Annually Ongoing