

Altrusa International Inc. District Two Strategic Plan – 2023-2025

<p>Vision: Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.</p>	<p>Mission: To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.</p>	<p>Brand: Leading to a Better Community</p> <p>Brand Anchors: Flexibility, Inclusion, Clarity</p>	<p>Measures:</p> <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
<p>Service Increase involvement in community Service Projects within our District Clubs</p>	<p>Urge clubs to think globally when creating service projects</p> <p>Encourage all clubs to try “New Projects” and facilitate the sharing of service project ideas</p>	<ul style="list-style-type: none"> ➤ Designate time at Conference for sharing of ideas related to service projects ➤ Expand available information on service and fundraising opportunities that can be carried out in collaboration with other organizations ➤ Recommend Clubs develop projects that meet the interests, community needs, time constraints and abilities of Altrusans by utilizing the Service Tool Kit on the International Website ➤ Urge Clubs to be more involved in promoting their projects through exhibits at District Conference, share service projects on the Altrusa International Service Database, social media and in local club newsletters ➤ Seek new opportunities for addressing Literacy needs in local communities ➤ Promote participation in Days for Girls, the signature International Service Project ➤ Promote participation in other global service projects ➤ Encourage all clubs to submit club project entries for District and International Awards 	
<p>Marketing Continue to broaden awareness of Altrusa as a global volunteer service organization of women and men</p>	<p>Encourage the utilization of marketing materials found on the International website</p> <p>Urge clubs to become more visible in their communities</p>	<ul style="list-style-type: none"> ➤ Prepare online presentations or webinars on how to log in on the International website and get familiar with all the marketing tools that are available ➤ Ensure all District Clubs are using the updated available marketing tools ➤ Encourage clubs to use social media, local newspapers, television and radio, as a means of disseminating information about their clubs’ activities ➤ Enter into partnerships with local community service groups and organizations ➤ Maintain an attractive and informative website for potential members 	
<p>Membership</p>	<p>Recruit and Retain a diverse membership</p>	<ul style="list-style-type: none"> ➤ Participate in an “Add an Altrusan” event annually ➤ Share service projects as a recruitment tool in your community to increase visibility 	

<p>Increase membership numbers by three (3) per club by 2025.</p>		<ul style="list-style-type: none"> ➤ Use current Membership Guide and Club Revitalization Manuals on the International Website ➤ Share recruitment and membership retention ideas with clubs ➤ Expand ASTRA clubs with focus on transition to Altrusa ➤ Improve resources for the effective recruiting of new members ➤ Increase the number of District Two Clubs at charter strength ➤ Direct each club to have a specific membership drive event (can be a service project)
<p>Leaders Develop a consortium of strong Altrusa Leaders</p>	<p>Offer comprehensive training including strategies, tools and resources for promoting succession planning at the District and Local Club levels</p> <p>Develop leadership at all levels of Altrusa</p>	<ul style="list-style-type: none"> ➤ Encourage club members attendance at Area Workshops, District Conference and International Convention ➤ Encourage club members to assume leadership positions at the local and District levels ➤ Create a survey to determine why members would or would not accept a leadership role ➤ Remove barriers to growing new leaders ➤ Increase communication between District Clubs and Leadership Training Committee ➤ Develop leadership training sessions for members to assume leadership positions at the local and District levels ➤ Support a leadership mentoring program ➤ Develop a succession plan for clubs and District Two ➤ Direct each club to develop and utilize a strategic plan ➤ Develop leadership at all levels of Altrusa
<p>Member Service Inform, Update and Educate members</p>	<p>Respond to all members needs in a timely manner</p>	<ul style="list-style-type: none"> ➤ Update collection and reporting of membership information through Group Talley ➤ Update District Policies and Procedures Manual ➤ Provide updated information from Altrusa International Office ➤ Promote member usage of the Altrusa International and District Two Websites ➤ Provide information through The Compass, District and International websites, and newsletters as well as the Governor’s Messages ➤ Add clarity to award submission instructions.

Service:

Completed/Continued

- All strategies will continue
- Clubs have increased award application entries (decreased in 2024)
- Clubs have visibility of their service projects
- Congratulations to the Centre County Club for winning the International Service Facebook Challenge for Round 5
- Town Hall Meetings are part of the program for District Two Conferences. Altrusans share their service projects and fundraising projects. Seek new opportunities for addressing Literacy needs in local communities

Changes to plan: Added the following strategies:

- Encouraged all clubs to submit club project entries for District and International awards – Workshops held Jan 16 & 18
- Showcase service projects on International database

Marketing:

Completed/Continued

- All strategies will continue
- More Altrusans are using the District Two Website for information and sharing club news on the individual club sites. The webmaster continues to keep the webpage current, attractive and informative.
- Prior to the 68th Annual District Conference, three workshops were presented virtually.

Membership:

Completed/Continued

- Membership, as of March 31, 2024, has decreased to 257.
- All strategies will continue, may not meet goal of 3 new members/club but still attainable

Membership:

Changes to plan: Added the following strategies:

- Expand ASTRA clubs with focus on transition to Altrusa
- Improve resources for the effective recruiting of new members

Changes to Plan:

- Direct each club to have a specific membership drive event (can be a service project)

Leaders:

Completed/Continued

- Completed succession/transitional planning at the District Level
- During this Biennium, Altrusans have assumed leadership positions at local and district levels
- All strategies will continue
- Montgomery County Club has developed a mentoring program for Prince George's Club

Changes to Plan: Added the following strategies:

- Direct each club to develop a strategic plan
- Develop leadership at all levels of Altrusa

Change the following strategy: change Encourage club members to assume... to

- Develop leadership training sessions for members to assume leadership positions at the local and District levels

Member Service:

Completed/Continued

- All strategies have been completed and will continue

Changes to Plan: Added the following strategies:

- Provide information through The Compass, District and International websites and newsletters, and the Governor's Messages.
- Add clarity to award submission instructions.