



Altrusa International, Inc.
District Eight Strategic Plan
2011 - 2015

Vision Statement

Altrusa District Eight: "Leads in Service" by empowering local clubs to provide leadership and service to their communities.

Mission Statement

Altrusa International District Eight - provides community service, develops leadership, fosters international understanding and encourages fellowship by a network of diversified individuals.

GOAL: MEMBERSHIP – Show a positive membership growth

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
<p>1) Increase the net number of members by 10% per year for the next five years beginning June 1, 2011.</p>	<p>1) Schedule district wide membership drive annually based on international schedule. Encourage participation at the district and club levels of the organization.</p> <p>2) Identify member needs and provide clubs tools to meet these needs</p> <p>3) Make payment of monetary obligations more flexible</p>	<p>1A) Communicate with club presidents regarding 'Add an Altrusan Month in April each year.</p> <p>1B) Provide Program of Activities that can be used during Add an Altrusan Month.</p> <p>2A) Insure clubs use international templates for identifying member needs and complete the standardized exit survey for members who resign. Compile at the district level and develop Action plan.</p> <p>2B) Use international resources to help with retention, recruitment, orientation, re-orientation and mentoring (New Club Building and Club Revitalization manuals). Conduct workshops at District Conference.</p>		<p>1A) , 1B) District Board Membership, & Communication/ Marketing Committees and District Board Committee Liaisons from International (DBCL)</p> <p>2A), 2B) DBCL and Membership Committee</p>	<p>1A) April-May (annually)</p> <p>1B)Jan-March annually</p> <p>2A-1) (July – Dec. 2011)</p> <p>2A-2) TBD (June –Aug. 2011)</p> <p>2B) District Conf. each April</p>	<p>2B) Club Revitalization and New Club Building Manuals published in 2010 (available online at no cost)</p>
<p>2) Increase number of members in the 25-50 age category by 10% per year for the next five years beginning June 1, 2011.</p>	<p>1) Identify the needs of younger members and how to meet them.</p> <p>2) Use social networks to make connections with potential members.</p>	<p>1A) Conduct workshop at District Conference using materials developed by international on generational recruiting.</p> <p>1B) Highlight clubs that have been successful in attracting younger members.</p>		<p>1A) , 1B) District Board, Committee Liaisons (DBCL), Membership, Communication/ Marketing Committees</p>		

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
<p>3) Increase the net number of clubs by 1 per year for the next five years beginning June 1, 2011.</p>	<p>1) Communicate and promote the New Club Building Incentive program.</p> <p>2) Increase communication with clubs with the intent to develop ONE club in each District.</p> <p>3) Retain existing clubs.</p>	<p>1A) Celebrate creation of new clubs, and their sponsors via Altrusa publications, on the District website, District Conferences and recognition at Convention.</p> <p>2A) Evaluate effectiveness of District New Club Building plan; update and provide copy to international (per Policy 20). Engage international resources for additional strategies.</p> <p>3A) Conduct workshop at District Conference with focus on club revitalization.</p> <p>3B) Use template for use by districts to track club membership growth and decline as an aid to revitalization activity</p>		<p>1A) DBCL, Membership Committee & International Office & Board of Directors.</p> <p>2A) DBOD, District New Club Building Committee</p> <p>3A), 3B) DBOD, Membership, Leadership Development committees</p>	<p>1A) June. 2011 - June 2013</p> <p>2A) Provide by June of each year.</p> <p>3A)at District conference</p> <p>3B) May - July each year</p>	
<p>5) Decrease the number of under charter strength clubs by 2 per year for the next five years beginning June 1, 2011.</p>	<p>1) Provide assistance to clubs needing help with revitalization.</p> <p>2) Celebrate clubs that regain charter strength.</p>	<p>1A) Create and evaluate effectiveness of District Revitalization Action Plan; update and monitor progress.</p> <p>2A) Recognize clubs that regain charter strength.</p>		<p>1A), 2A) DBOD, Membership Committee and Leadership Development Chair</p>	<p>1A) June 2011 – June 2015</p> <p>2A) at District Conference</p>	

GOAL: SERVICE – Improve Quality of Life in our Worldwide Community

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
<p>1) Increase reported involvement in total number of community projects by 10% per year and the total number of service hours by 10% effective June 1, 2012.¹</p>	<p>1) Educate clubs on Altrusa service definition and need for reporting.</p> <p>2) Use available information on collaborative activities for service and fundraising.</p> <p>3) Develop ways to celebrate and recognize participation and accomplishment.</p> <p>4) Encourage clubs to think globally (beyond their own club and internationally) when creating service projects.</p> <p>5) Encourage clubs to try “new projects”. Provide tools to assist in developing & implementing successful service projects.</p> <p>6) Increase number of clubs who participate & register as Altrusa in ‘Make A Difference Day’</p>	<p>1A) Actively communicate “Service” as defined in International Policy #1 and the organizational benefit of reporting through the Club Activity Report.</p> <p>2A) , 4A), 5A) Encourage use of Service and Fundraising Idea Manual when it becomes available</p> <p>4A) Expand available information on service and fundraising opportunities that can be carried out in collaboration with other organizations.</p> <p>3A, 5B) Have designated time at District Conferences for sharing of ideas and successes.</p> <p>6A) Track registrations of club MDD projects each year.</p>		<p>1A) , 2A), 3A), 4A), 5A), 5B) DBCL & Service Development Committee</p> <p>6A)DBCL & Service Development & Communications Committee</p>	<p>1A) April 2011 - June 2015.</p> <p>4A) June – September, annually</p> <p>3A), 5B) at District Conference</p> <p>6A) July – Oct., annually</p>	

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
2) Increase number of clubs submitting entries for Mamie L. Bass Service Award, Letha H. Brown Literacy Award and Dr. Nina Fay Calhoun International Relations Award by a total increase of 10% per year effective April, 2012. ³	1) Communicate to clubs the benefits of submitting award applications. 3) Recognize all award winning projects and share this information.	1A) Communicate via the web to clubs: seek out service chairs and communicate with them and the presidents. 3A) Publish a summary of all District Award winning entries and post to the District website.		1A) DBCL & Service Development & Communications Committee 3A) DBCL Liaison & Service Development Committee	1A) April 2011 and end October 2015 3A) at/after District conference	
3) Increase the number of ASTRA Clubs by 1 per year beginning June 1, 2011	1) Share information on existing ASTRA clubs and sponsoring clubs. 2) Enhance sharing of ASTRA club successes and ASTRA service projects.	1A) Share directory of ASTRA clubs, sponsoring Altrusa Clubs and their contact details. 2A) Spotlight ASTRA Club formation successes in the District publication.		1A), 2A) DBCL, ASTRA Committee, International ASTRA Committee	1A), 2A) June 2011 - June 2015	

GOAL: MARKETING – Enhance our Image and Increase Visibility

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
1) Continue to broaden exposure of Altrusa as a global volunteer service organization of women and men while formal Marketing Plan/Branding is being developed.	1) Encourage utilization of interim marketing materials. 2) Encourage clubs to become more visible in their local communities. 4) Educate members about wide possibilities for media exposure.	1A) Insure all clubs know how to access interim marketing materials. 2A) Publish club articles in District publication. 2B) Encourage clubs to use local media outlets to publicize participation in Make a Difference Day (MDD). 3A) Insure use of the Altrusa Media Guide by clubs when it becomes available. 3B) Provide training at District conference on utilizing current technologies in club public relations.		1A), 2A), 2B), 3A), 3B) DBOD, DBCL, Communications Committee, Service Development Committees	3B) at District conference	
2) Implement Marketing/Branding Plan	1) TBD when International releases plan	1A) TBD when International releases plan				
3) Increase ease of use and promote increased usage of Altrusa website to enhance internal and external Altrusa presence.	1) Make it easier for novice users to understand how to use the site. 2) Review website and enhance the presentation to increase “first-time impact” to potential members.	1A) Encourage use of site map and a brief on-line tutorial on best-practice use of search engine and site map when it becomes available		1A), DBCL, Communications Committee	At District Conference	

GOAL: MEMBERSHIP BENEFITS – Provide opportunities for personal development, lifelong learning and networking

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
1) Increase member participation in the International Convention by 10% of current District membership per biennium effective July 2011.	1) Promote and encourage convention attendance.	1A) Provide information on personal development programs desired at convention. 2A) Following District Conference, provide names of outstanding Altrusans presenters as potential convention presenters.		1A) DBOD	1A) TBD 2A) May 2011 - May 2015	
2) Provide leadership training: Develop and share two new professional quality personal, community leadership and/or club development training modules annually beginning August 1, 2011.	1) Encourage the development and/or use of leadership training modules.	1A) Provide leadership development training at District conference. 1B) TBD		1A), DBOD, DBCL, Leadership Development and Training Committee.	1A) Aug. 2011 - June 2015	

GOAL: ORGANIZATION – Maintain Sufficient Organizational and Financial Resources to Support Programs & Objectives

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
1) Maintain a balanced annual budget that supports the program and services for our members beginning June 1, 2011.	<p>1) Explore options for non-dues revenue.</p> <p>2) Continue exploring utilization of technology to streamline all aspects of program operations.</p>	<p>1A) Develop plan for other funding sources (e.g.: donations, corporate in-kind support, solicit gifts, foundation development, and apply for grants.</p> <p>1B) Research grant opportunities available to 501 (c) (4) nonprofits.</p> <p>1C) Partner with other organizations, agencies and individuals to support service activities as opportunities arise.</p> <p>2A) Identify top three time-consuming tasks and analyze ways that technology (or restructure of the activity) could result in reduced costs.</p>	2A) Could free up valuable volunteer resources; could cost some one time programming fees.	<p>1A) District Board</p> <p>1B) Task Force</p> <p>2A) District Board</p>	<p>1A) begin June 1 2011 and end Dec. 2012</p> <p>1B) begin June 1 2011 and end December 2012</p> <p>1C) begin June 1, 2011 and end June 2015</p> <p>2A) begin June 1, 2011 and end December 1, 2011</p>	
2) Maintain District Reserves at no less than 6 months operating capital as computed under approved Finance Committee formula applied as an average over the biennium.	<p>1) Add to existing reserves</p> <p>2) Educate members/Clubs regarding reserve funds.</p>	<p>1A) Develop plan for decreasing expenses and/or increasing income.</p> <p>2A) Publish financial information to the membership semi-annually with explanatory text. Ensure the general member population has access to this information if published on the website.</p> <p>2B) Develop formula for calculation of 6-month District Reserve goal.</p> <p>2C) Prepare Best Practice Recommendation regarding Reserve funds.</p>	Growth in membership is an essential component of increasing income	<p>1A) District Board and Finance Committee</p> <p>2A) District Board</p> <p>2B), 2C) Finance Committee & District Board</p>	<p>1A) begin June 2011 and end January 2012</p> <p>2A) begin June 2011 and end June 2015</p> <p>2B), 2C) begin June 2011 and end January 2011</p>	<p>2A) First semi-annual financial reports posted to District web site for membership information.</p> <p>2B) 2C) Policy 20 Task Force on International Financial Policies recommended reserve amount remain at 6 months.</p>

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Remarks/ Evaluation
3) Demonstrate and document improved communication and service throughout all levels of the organization each year for the next five years beginning June 1, 2011.	<p>1) Support the strategy for documenting demonstrated improvement.</p> <p>2) Make general membership more aware of activities of International officers and staff, District Board and Committees.</p> <p>3) Insure compliance on Club Activity Reports.</p> <p>4) Address issues related to members who are not web savvy.</p>	<p>1B), 2A) Support the development of a monitoring tool for the District Long Range Strategic Plan. Issue semi-annual reports to membership & post on the website.</p> <p>2B) Highlight International and District Strategic Plans monitoring results at District Conferences and during club visits.</p> <p>2C) Write DSB Article, "What do I Get for My District Dues?"</p> <p>3A) Show how data from the Club Activity Report is used to measure Altrusa strengths & needs. Use Presidents & Past-Governors to personalize the push for 100% participation.</p> <p>4A) Write DSB articles and/or conduct workshop at District conference.</p>	2B) District Officers will need to encourage passing this information on to clubs during club visits when they talk with the Boards.	<p>1B), 2A) Long Range Strategic Planning Committee & District Board</p> <p>2B) Governor and Board</p> <p>2C) Board of Directors</p> <p>3A) Club Activity Report Task Force and Past Governors</p> <p>4A) District Communication Chair and Club Presidents</p>	<p>1B, 2A begin June 1 and ends June 2015</p> <p>2B) Begin April and end May each year</p> <p>2C) TBD</p> <p>3A) begin June 2011 and end by December 2010</p>	2B) Review of updated District Strategic Plan and monitoring process to be included in information provided by District Board on Club visits.