

Altrusa International District Eleven Strategic Plan 2025-27

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 Anchor: Flexibility, Inclusion, Clarity	Measures: 1. Number of members 2. Member satisfaction 3. Service hours & fundraising 4. Website hits/Social media connections
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GOALS	OBJECTIVES	ACTIONS
Service Collaboration with other non-profit organizations Give service to underserved communities. Encourage participation in the new International biennium challenge	- Develop partnerships with local and international non-profits. - Identify underserved community needs for literacy and other urgent community necessities.	- Support a District Service Project in partnership with another non-profit to fill in a literacy gap. - Develop and share a survey members can use with their local community organizations to assess literacy and urgent community needs in their community.
Marketing Build a strong network of local and global partners by enhancing the flow of Altrusa information	- Improve club marketing efforts - Promote awareness of Altrusa across the District - Increase club funding support from their community. - Recruit new members.	- Develop templates of printed materials for clubs - Maintain updates for the website. - Utilize District Facebook page regularly sharing what the clubs are doing and engaging with other non-profit pages. - Provide clubs ideas to partner with local businesses for sponsorship of club events.
Membership To increase our membership by recruiting new club members per club and retain current members.	- To build, retain and support a diverse membership - Increase club membership by 10% - Retain members 95% per club - Orient new members about Altrusa - Respond to members needs in a timely manner	- Develop a new member mentor program for clubs Create and share a list of ways clubs can involve members in their Altrusa journey. - Promote “Add an Altrusan” month (April). - Develop a new member orientation template for clubs - Expand ASTRA clubs with the focus on joining Altrusa in the future. - Create and share a list of membership mixer ideas with different budgets.
Leadership Create, empower, foster, and support growth in leadership at all levels.	- Implement succession plan for clubs and district boards. - Enhance the relationship between the District Board and District Clubs.	- Share International succession plan materials with clubs. - Identify skills and qualifications of the members who fit various positions. - Mentor members to take on leadership roles. - Work with club presidents to enhance leadership skills. - Utilize club visits to maintain a database for district leadership. - Help District Clubs to create and implement Long Range Strategic Plans.

Communication Communicating to keep everyone involved by informing, updating and educating.	● To provide information and resources to clubs and club members ● Keep communication channel open	● Share club info through DSB, eg: fundraisers, club events, member recognitions. ● Share club newsletters with other district clubs and International. ● Place articles in local publications, District Eleven website, social media. ● Share District info through the Governors Newsletter. ● Share the International Compass with all District members.
ASTRA Increase ASTRA clubs' application for scholarships and ASTRA award submission.	● Have all ASTRA clubs apply for the ASTRA scholarship. ● Have all ASTRA clubs submit for ASTRA award.	● Encourage the ASTRA Chairs/Co-Chairs to assist ASTRA club boards in the application process. ● Encourage all ASTRA clubs' to submit for the ATRA award.