



LONG-RANGE STRATEGIC PLAN

Altrusa International District Nine

2019-2021 Draft v2

VISION

Leading to better communities throughout Texas (2013)

MISSION

Altrusa International District Nine provides **CLARITY** through guidance in leadership development and direction for membership growth; promotes **INCLUSION** by supporting its Clubs' service projects, fund-raising, and recruitment efforts; and fosters **FLEXIBILITY** by encouraging new Club development while protecting the integrity of the Altrusa brand. (2017)

MEMBERSHIP

Increase the number of active members to 2,000.	1. Increase the rate of new member initiations-of quality members-in all Clubs. 2. Maintain member retention at 85 percent. 3. Form one or more new Clubs within the District. 4. Revitalize all Clubs to charter strength.	1. Actively recruit, retain, and embrace a diverse membership. 2. Focus on untapped markets of potential members, including ASTRA parents and representatives from organizations we serve. 3. Educate members on the basic tenets and policies/procedures of Altrusa so they are more engaged. 4. Provide targeted support for under-charter Clubs in identified areas of weakness.
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SERVICE

Improve the quality of life in our worldwide community	1. Coach Clubs to develop an annual signature service project with 80 percent member participation. 2. Coach Clubs to execute a Make a Difference Day Project that is literacy based and public-facing. 3. Form one or more new ASTRA Clubs within the District.	1. Educate members on how to develop, implement, and incrementally improve a signature service project. 2. Educate members on literacy and why Make A Difference Day projects are important. 3. Encourage each Club to appoint an ASTRA Coordinator/Chair and embrace ASTRA as Club project. Implement District ASTRA Awards.
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MARKETING

Enhance Altrusa's image and increase visibility	1. Increase the name recognition of Altrusa in the marketplace. 2. Improve the quality of marketing collateral and marketing/PR campaigns for District and Clubs.	1. Aggressively promote programs, initiatives, and events within local and statewide media, including social media. Utilize all available outlets. 2. Educate members and Clubs on how individuals and Clubs can contribute to the wider media campaign and how Clubs can create a local media campaign. 3. Create a District Nine Marketing Guide; submit to International for adoption. 4. Implement a social media calendar.
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LEADERSHIP DEVELOPMENT

Develop a pipeline of strong Altrusa leaders.	Develop leaders who will step into positions of leadership at the Club and District levels, and who will be prepared to serve at the International level.	1. Encourage attendance at Conference/FLE/Convention. 2. Improve development opportunities at Conference and FLE. 3. Offer opportunities for members to be more involved on the District level through Committee projects and ad-hoc assignments. 4. Educate members on what kinds of positions are available at the District level, and encourage members who have not served at the District level to do so. 5. Train existing board members and interested members to be prepared to serve in a District board position if elected. 6. Educate members in Club, District, and International bylaws and policies.
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ORGANIZATION

Maintain sufficient organization and financial resources to support program and objectives.

1. Maintain District reserves at no less than 6 months operating expense.
2. Ensure Clubs have the tools needed to ensure financial stability in their organizational and charitable activities.

1. Implement opportunities to reduce District expenses.
2. Educate members on Conference costs and how that is passed along to attendees.
3. Educate Clubs on maintaining financial stability and assist all Clubs in forming and maintaining a foundation.