



Long Range Strategic Plan

Altrusa International

District Nine

2025-2027

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 Club development while protecting the integrity of the Altrusa brand. (2021)

MEMBERSHIP: Growth

OBJECTIVE: Increase the Membership growth of District Nine.

1. GOAL: Increase Membership by 25%	MEASUREMENT: 25% increase in new membership.	
	A. ACTION: Coordinate with Club Membership Chair(s) to promote District growth initiatives.	1. TASK: All members sponsor one (1) member this biennium. 2. TASK: Assist clubs to develop a local club membership plan. 3. TASK: Advertise the benefits of membership utilizing marketing tools. 4. TASK: Utilize District resources posted on District website (i.e. Membership tools and resources). 5. TASK: Promote the opportunity for membership in Hybrid Clubs. a. Use social media to advertise the ability to participate remotely. 6. TASK: Create Membership campaigns with recognition (prizes for winning clubs, sponsors, and/or new members). a. Publish recognitions in the District Newsletter, b. Send a certificate to the member or club.
	B. ACTION: Streamline and simplify paths to Membership.	1. TASK: Provide platform to request more information by utilizing “Member Interest Form” on District and Club websites. 2. TASK: Make Membership Application available online. 3. TASK: Educate Clubs to remove barriers to membership (i.e. Int'l no longer requires “formal approval” of new members). 4. TASK: Explore options to remove barriers to membership and promote active participation. (i.e. child-friendly areas and remote options), when feasible.
	C. ACTION: Plan service projects to incorporate membership opportunities.	
	D. ACTION: Develop formal membership events.	1. TASK: Promote “Bring a Friend” or “One Plus One” Events: a. Invite a friend to an Altrusa event. b. Sponsor at least one new member. 2. TASK: Implement at least two (2) club membership events each club year. 3. TASK: Celebrate Add-An-Altrusan Month (Apri) with an “ALTRUSA-palooza” Event. 4. TASK: Promote Club events to the public using social media.
2. GOAL: Increase Membership with Cultural and Generational Diversity 5%	A. ACTION: Explore expansion of Altrusa’s circle of influence in our communities.	
	B. ACTION: Expand club engagement with other organizations and partners.	1. TASK: In coordination with Club Service Chair, promote at least one project with a partner organization.
3. GOAL: Streamline onboarding of New Members	A. ACTION: Conduct New Member Orientation opportunities.	1. TASK: Periodically conduct Club Orientation for New Members (and Re-Orientation for seasoned members). 2. TASK: District Orientation by Governor to be conducted quarterly via Zoom. 2. TASK: Prepare Orientation template for Club use.
	B. ACTION: Conduct memorable initiation event for all New Members.	
	C. ACTION: Develop New Member Mentorship Program.	1. TASK: Promote New Member Mentor programs in all Clubs. 2. TASK: Mentor New Member for at least two years.

MEMBERSHIP: Engagement

OBJECTIVE: Increase Membership stability of District Nine.

1.GOAL: Maintain high level of membership retention.	MEASUREMENT: 90% of member renewals.	
	A. ACTION: Develop Club annual membership engagement plan.	1. TASK: Advertise the benefits of membership utilizing marketing tools. 2. TASK: Promote the opportunity for membership in Hybrid Clubs. 3. TASK: Develop a timetable for sending renewal reminders to members and ensure the membership renewal process is timely and easy to follow.
	B. ACTION: Coordinate with Club Membership Chair(s) to promote District growth initiatives.	1. TASK: Advertise the benefits of membership utilizing marketing tools. 2. TASK: Promote the opportunity for membership in Hybrid Clubs.
	C. ACTION: Celebrate Clubs and Members.	1. TASK: Celebrate Club Anniversary with an event/meeting for members and the public to attend (Organizational date or Charter date) and Celebrate Years of Service. 2. TASK: Recognize every Club Member anniversary with a special activity.
	D. ACTION: Plan membership social opportunity with each service project(s).	1. TASK: Coordinate activity with Club Service Committee Chair(s). Have a social time after each service project where people go for coffee or lunch. Include social time or meal opportunity with club meetings as well.
	E. ACTION: Develop formal membership events. Put together a manual with suggestions for events with ideas to implement.	1. TASK: Celebrate Add-An-Altrusan Month with an "ALTRUSA-palooza" Event. 2. TASK: Organize orientation / reorientation events. Orientation before new members are initiated is very important. Having a yearly reorientation is important to help people grow in the club and accept leadership roles. 3. TASK: Implement at least two (2) membership events each year. 4. TASK: Promote Club events to the public using social media. Publicize District visitors and invite the public.
	F. ACTION: Organize a variety of social events. Book Clubs, Bridge Groups, Movie nights, support other local organizations.	1. TASK: Organize holiday celebrations (even obscure ones). 2. TASK: Celebrate unique club specific event(s). 3. TASK: Promote Club events to the public using social media. Have a meet and greet for the public to get to know what your club provided the community.
	G. ACTION: Promote Mentor Clubs within District Nine and Altrusa International.	1. TASK: Encourage Sponsor clubs to (re)connect with their sponsored Club through newsletter sharing or event participation. 2. TASK: Partner interested clubs to become Sister Clubs by newsletter sharing and/or event participation.
	H. ACTION: Club Fitness Assessment Survey.	1. TASK: Distribute Club Survey to assist with Club Fitness. a. For clubs with 15 or fewer members, evaluate strengths and challenges. b. Fitness survey with periodic review - pre / mid / post

MEMBERSHIP: New Club Building (NCB)

OBJECTIVE: Build New Clubs in District Nine.

1. GOAL: Establish two (2) new clubs in the biennium.	MEASUREMENT: Charter two new clubs	
	A. ACTION: Reach out to non-renewing members as possible leads for new clubs.	1. TASK: Complete a spreadsheet of non-renewing members from feedback from Club Presidents as well as information from International (Group Tally) 2. TASK: Poll non-renewing members about why they did not renew and reach out to those who move.
	B. ACTION: As a NCB Team, decide where the best location for NCB efforts are and work to support those efforts.	1. TASK: Reach out to clubs and district membership to assess interest in sponsoring a new club effort.
2. GOAL: Support New Clubs for at least two (2) years after Charter.	MEASUREMENT: Communicate at least monthly with new club leadership.	
	A. ACTION: Maintain regular monthly contact with New Club Leaders.	1. TASK: Each member of the NCB team mentor one or more of the new clubs through virtual club visitation as a new club liaison. 2. TASK: Encourage New Club Presidents to attend NCB Team meetings.
	B. ACTION: Provide guidance through the Governance Team to file Club documents with Altrusa International, IRS, and Secretary of State.	
	C. ACTION: Promote attendance at District leadership events.	
	MEASUREMENT: Communicate the progress and activities of new clubs to the District Membership quarterly.	
	A. ACTION: Maintain regular communication with the District	1. TASK: Write quarterly reports for the News of Mighty Ninth 2. TASK: Make a report quarterly at the monthly presidents meetings.

MEMBERSHIP: ASTRA

OBJECTIVE: Increase “ASTRA to Altrusa” opportunities through ASTRA membership growth and ASTRA membership engagement.

1. GOAL: Create at least one (1) new ASTRA Club in District Nine.	MEASUREMENT: One new ASTRA Club in District Nine. <table border="1"> <tr> <td data-bbox="279 289 1066 456"> A. ACTION: Form one or more new ASTRA clubs. </td><td data-bbox="1066 289 2028 456"> 1. TASK: Survey clubs and community interest for development of an ASTRA Club. 2. TASK: Support clubs interested in creating a new ASTRA Club. a. Provide tool kit for ASTRA club formation. b. Provide support and guidance to clubs creating an ASTRA Club for at least two years after charter. </td></tr> </table>	A. ACTION: Form one or more new ASTRA clubs.	1. TASK: Survey clubs and community interest for development of an ASTRA Club. 2. TASK: Support clubs interested in creating a new ASTRA Club. a. Provide tool kit for ASTRA club formation. b. Provide support and guidance to clubs creating an ASTRA Club for at least two years after charter.
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2. GOAL: Support established ASTRA Clubs.	MEASUREMENT: 100% of ASTRA clubs in District Nine remain active. <table border="1"> <tr> <td data-bbox="279 557 1066 756"> A. ACTION: Support ASTRA Club leaders and members. </td><td data-bbox="1066 557 2028 756"> 1. TASK: Maintain regular contact with ASTRA Clubs, ASTRA Coordinator(s) and/or Sponsors. a. Host virtual meetings for ASTRA club leaders before start of school. b. Host virtual meeting mid-year (before scholarship application / awards season). 2. TASK: Update ASTRA application, as needed. 3. TASK: Assist ASTRA leaders with graduation material in a timely manner. </td></tr> <tr> <td data-bbox="279 756 1066 1057"> B. ACTION: Promote activities of ASTRA Clubs. </td><td data-bbox="1066 756 2028 1057"> 1. TASK: Solicit submissions to showcase 1 or 2 ASTRA clubs in each issue of the District Newsletter. 2. TASK: Provide social media content to communications team to promote ASTRA Service projects to expand community support. 3. TASK: Assist ASTRA clubs with filing required reporting and ASTRA award submissions. a. Support completion and submission of the ASTRA Year End Report. b. Follow Award guidelines published by ASTRA. c. District will award \$50 to the top ASTRA Service Project. </td></tr> </table>	A. ACTION: Support ASTRA Club leaders and members.	1. TASK: Maintain regular contact with ASTRA Clubs, ASTRA Coordinator(s) and/or Sponsors. a. Host virtual meetings for ASTRA club leaders before start of school. b. Host virtual meeting mid-year (before scholarship application / awards season). 2. TASK: Update ASTRA application, as needed. 3. TASK: Assist ASTRA leaders with graduation material in a timely manner.	B. ACTION: Promote activities of ASTRA Clubs.	1. TASK: Solicit submissions to showcase 1 or 2 ASTRA clubs in each issue of the District Newsletter. 2. TASK: Provide social media content to communications team to promote ASTRA Service projects to expand community support. 3. TASK: Assist ASTRA clubs with filing required reporting and ASTRA award submissions. a. Support completion and submission of the ASTRA Year End Report. b. Follow Award guidelines published by ASTRA. c. District will award \$50 to the top ASTRA Service Project.
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3. GOAL: Promote ASTRA to Altrusa membership	MEASUREMENT: At least 1 former ASTRA member joins Altrusa. <table border="1"> <tr> <td data-bbox="279 1125 1066 1222"> A. ACTION: Identify and connect with past ASTRA members to encourage Altrusa membership in an established club or start a new Altrusa club. </td><td data-bbox="1066 1125 2028 1222"> 1. TASK: Talk with ASTRA leaders about process for promoting to Altrusa with seniors end of year. </td></tr> </table>	A. ACTION: Identify and connect with past ASTRA members to encourage Altrusa membership in an established club or start a new Altrusa club.	1. TASK: Talk with ASTRA leaders about process for promoting to Altrusa with seniors end of year.
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SERVICE**OBJECTIVE:** Serve communities and populations in need (locally and internationally) to promote the literacy, international, and service mission of Altrusa.**Service Projects**

1. GOAL: Promote Altrusa service projects.	MEASUREMENT: 100% of all Clubs have a signature service project.	
	A. ACTION: Ensure all clubs have at least one signature service project.	1. TASK: Survey clubs to develop list of non-literacy, non-international service projects. 2. TASK: Educate members about the importance of Altrusa service projects. 3. TASK: Research and share a variety of service project ideas.
	B. ACTION: Promote creation of a new Club service project addressing the needs of underserved members of the community. <i>(from Altrusa International's 2024-2030 LRSP)</i>	1. TASK: Encourage Clubs to review local non-profits' and organizations' needs to identify underserved populations (i.e. developmentally and/or physically disabled) and partner with them to address their needs.
	C. ACTION: Assist Clubs to submit an Annual Service Report documenting their best project in this category (same report for the Mamie L Bass Service Award Submission guidelines).	1. TASK: Update and distribute annual report format / award template per Altrusa International requirements. 2. TASK: Encourage club leaders to timely submit report.
2. GOAL: Promote Club participation in Districtwide service project.	A. ACTION: Develop ideas for a project that all clubs will support.	1. TASK: Continue Districtwide Book Donation campaign. 2. TASK: Develop method to promote a NEW Districtwide service project and educate clubs about participation. 3. TASK: Develop method to track club participation and project impact

Literacy Projects

1. GOAL: Promote Literacy service projects.	MEASUREMENT: 100% of Clubs have a signature literacy project.	
	A. ACTION: Ensure all clubs have at least one literacy project.	1. TASK: Survey clubs to develop list of literacy service projects. 2. TASK: Educate members about the importance of literacy projects. 3. TASK: Research and share a variety of literacy project ideas. 4. TASK: Record number of books donated by Club.
	B. ACTION: Assist Clubs to submit an Annual Literacy Report documenting their best project in this category (same report for the Letha H Brown Literacy Award Submission guidelines).	1. TASK: Update and distribute annual report format / award template per Altrusa International requirements. 2. TASK: Encourage club leaders to timely submit report.
2. GOAL: Promote Club participation in International-wide literacy service project.	A. ACTION: If proposed by International, promote support of International's global scale literacy-focused service project. <i>(from Altrusa International's 2024-2030 LRSP)</i>	1. TASK: Educate Clubs on the purpose and scope of the International service project. 2. TASK: Encourage Clubs to support the global scale literacy-focused service project and track participation.

SERVICE

OBJECTIVE: Serve communities and populations in need (locally and internationally) to promote the literacy, international, and service mission of Altrusa.

International Relations Projects

1. GOAL: Promote International Relations.	MEASUREMENT: 100% of all Clubs take an interest in needs of communities outside the US, with a view toward connecting with such communities through a service project.	
	A. ACTION: Ensure all clubs are actively engaged in learning about needs in international communities.	1. TASK: Survey clubs to collect data about current international project(s), international partnerships, UN Days remembrance(s), and award write-up participation. 2. TASK: Connect members with resources to explore needs of international communities. 3. TASK: Promote information and idea exchanges regarding needs of communities in different parts of the world, how those needs are currently addressed (or not addressed), and ways Altrusa might address those needs, including existing Altrusa service projects.
	B. ACTION: Promote awareness of United Nations Days of observance.	1. TASK: Publish calendar of UN Days. 2. TASK: Provide a list of suggested ways to observe UN Days. 3. TASK: Advertise UN Days on Social Media and showcase clubs honoring that day.
	C. ACTION: Assist Clubs with preparing an International Relations Annual Report documenting their progress toward adding or expanding an international project.(same report for the Nina Fay Calhoun International Relations Award Submission guidelines).	1. TASK: Develop recognition program for clubs that add a new international relations project during the Altrusa year. 2. TASK: Early in the Altrusa year, update and distribute annual report format / award template per Altrusa International requirements. 3. TASK: Host report workshop(s) to encourage club leaders to timely submit report.

2025-2027 District Nine Long Range Strategic Plan (LRSP)

LEADERSHIP

OBJECTIVE: Provide professional and personal leadership opportunities to promote Altrusa .

1. GOAL: Provide Leadership Development opportunities.	MEASUREMENT: 90% of clubs attend District Training event(s).	
	A. ACTION: Promote attendance at District Virtual Training, District Fall Leadership Event, District Conference, and International Convention.	1. TASK: Advertise benefits of attendance at District events. 2. TASK: Advertise benefits of attendance at International event(s).
	B. ACTION: Utilize tools / best practice guidelines to build new leaders (training programs)	
	C. ACTION: Develop and promote Mentoring Programs. D. ACTION: Educate members on effective meeting management.	1. TASK: Educate members on the use and purpose of Agendas, Minutes, and Roberts Rules of Parliamentary procedures.
2. GOAL: Strengthen the pipeline of Altrusa leaders at Club and District levels. <i>(from Altrusa International's 2024-2030 LRSP)</i>	A. ACTION: Enhance relationship between District Board, Club Board, and Club members.	1. TASK: District Board to work with current Club Presidents to provide leadership candidates. 2. TASK: District Board to be more proactive to support clubs with more leadership training opportunities.
	B. ACTION: Implement Succession Planning	1. TASK: Assist Clubs to develop a Succession Plan.
	C. ACTION: Develop leaders to serve at the Club level.	1. TASK: Encourage Clubs to provide local training opportunity(s). 2. TASK: Assist Clubs to create and/or maintain job descriptions. 3. TASK: Educate use of effective Mentoring programs at the Club level. 4. TASK: Promote early engagement of New Members in club activity/roles.
	D. ACTION: Develop leaders to serve at the District level.	1. TASK: Educate members on what kind of opportunities are available at the District level. 2. TASK: Encourage members to participate in District Training events, District Conferences, and International Convention for education, support and networking. 3. TASK: Train existing Club Board members and interested members to be prepared to serve in a District Board position, if elected, or District Committee. 4. TASK: Educate members in Club, District, and International Bylaws and Policies.
3. GOAL: Assist Clubs in developing an effective Long Range Strategic Plan (LRSP).	MEASUREMENT: 75% of Clubs create and maintain a LRSP.	
	A. ACTION: Provide strategic planning training at a District event.	

GOVERNANCE & BRR**OBJECTIVE:** Assist Clubs with organizational compliance at all filing levels (Altrusa International, Federal, and State).**Governance**

1. GOAL: Maintain sufficient organizational structure and processes by training and providing guidance to ensure Clubs and Foundations maintain financial and governmental compliance.	MEASUREMENT: 100% of all Club Operating and Club Foundations are in compliance.	Responsible Party(s): District Governance Committee.
	A. ACTION: Educate members about compliance requirements for Altrusa Clubs and Foundations.	1. TASK: Provide training opportunities to achieve and maintain Club operating and Foundation compliance.
	B. ACTION: For established Clubs, research Club Operating and Club Foundation status at all levels.	1. TASK: Determine Club Operating and Club Foundation compliance and locate all founding documents. 2. TASK: Assist Club Operating and Club Foundation Leadership with archiving documents on District website. 3. TASK: If not in compliance, assist Club Operating Club Foundation Leadership with re-establishing compliance.
	C. ACTION: For newly chartered Clubs, oversee the paperwork process required to establish a new Altrusa Club.	1. TASK: Assist new Club Leadership with documents required to be approved and filed as an Associate Club of Altrusa International. 2. TASK: Assist new Club Leadership with documents required to be approved and filed as an Affiliate Club of Altrusa International Foundation.
	D. ACTION: Support Local Club Foundations.	1. TASK: Assist Clubs wanting to start a Local Club Foundation (“under the umbrella”). 2. TASK: Ensure Local Club Foundations (“under the umbrella”) are complying with Altrusa Int’l Foundation requirements and the Federal and State filings. 3. TASK: If not in compliance, assist Club Leadership with re-establishing compliance.
	E. ACTION: Support Club Operating accounts.	1. TASK: Assist Clubs in establishing the club operating account as a subordinate of International. 2. TASK: Ensure Clubs are complying as a subordinate with Altrusa International requirements and the Federal and State filings. 3. TASK: If not in compliance, assist Club Leadership with re-establishing compliance.
2. GOAL: Support Clubs by providing resources to build a strong financial management of the Club’s Operating and Foundation account.	MEASUREMENT: Support organizations with resources for the Club and Foundation activity to ensure and maintain compliance obligations.	
	A. ACTION: Educate and assist in preparing budgets to balance and achieve organizational goals.	1. TASK: Provide training opportunities at District events about Club and Foundation operations.
	B. ACTION: Educate Clubs about developing and maintaining financial stability.	1. TASK: Educate and support annual audit of all financial records. 2. TASK: Educate and support timely tax report filing.

GOVERNANCE & BRR

OBJECTIVE: Assist Clubs with organizational compliance at all filing levels (Altrusa International, Federal, and State).

Bylaws, Resolutions & Regulations (BRR)

1. GOAL: Maintain sufficient organizational structure and processes by training and providing guidance to ensure District and Clubs maintain compliance with Altrusa Bylaws and Policies.	A. ACTION: Assist District leadership to maintain compliance with Altrusa Bylaws and Policies.	1. TASK: District Governor to appoint BRR Chair(s). 2. TASK: Monitor Altrusa Bylaws and Policies for amendments and updates, as needed. 3. TASK: Receive and review change proposals and present to the District Board for review. 4. TASK: If BRR changes are proposed, present proposed amendment(s) to the membership in compliance with publication requirements (60 days prior to Conference) and provide comprehensive briefing for Delegates at District Conference (or Delegates to International Convention) prior to voting . 5. TASK: If BRR amendments are approved by Altrusa International, educate members about the change(s) and ensure all related District documents and rules/policies are updated accordingly.
	B. ACTION: Assist local Clubs with compliance with Altrusa Club Bylaws and Policies.	1. TASK: Educate members or club leaders of the International requirements regarding Club Bylaws. 2. TASK: Address questions / concerns from members or club leaders. 3. TASK: Inform members on the importance of compliance with Altrusa Bylaws and Policies through District Newsletter article(s), Conference workshop(s), and/or online training(s).

HOSPITALITY

OBJECTIVE: Enhance the experience of every participant, ensuring all feel welcomed, included, and valued; ultimately strengthening the organization's mission and sense of community.

1. GOAL: Create a welcoming and inclusive environment at Altrusa events and meetings.	A. ACTION: Welcome leaders, members and guests to District Nine.	1. TASK: Greet attendees and assist newcomers with relevant information. 2. TASK: Provide token(s) of appreciation to guests and leaders, as appropriate. 3. TASK: Arrange for refreshments and decorations, as needed. 4. TASK: Arrange for SWAG item(s), as needed, for specific themed events. 5. TASK: Provide nametags & SignIn sheets, when needed, at meetings & events. 6. TASK: Introduce each guest to a current member (at in person meetings) and have that member introduce the guest to 1 other member (makes guests feel welcome and instantly know at least 2 people).
	B. ACTION: Support special celebrations & recognitions (in collaboration with District / Club Membership Teams)	1. TASK: Organize appreciation activities at District event(s) or Club event(s). 2. TASK: Recognize volunteers, donors, and key contributors. 3. TASK: Educate clubs about promoting a friendly and inclusive atmosphere at all club events and activities. 4. TASK: Offer suggestions for Club and Member celebrations. Develop Manual of suggestions and best practices. .

COMMUNICATIONS

OBJECTIVE: Promote effective, efficient, relevant, and timely Altrusa communication that enhances the visibility of Altrusa to community at large.

NEWSLETTER

1. GOAL: Disseminate information through Newsletters.	MEASUREMENT: Publication of District newsletter - News of the Mighty Ninth (NOMN) quarterly.	
	A. ACTION: Provide educational content to enhance member growth and leadership.	1. TASK: In collaboration with all Program Team Leaders, provide educational content on a variety of topics that enriches the knowledge and leadership skills of all members.
	B. ACTION: Provide inspiring content to enhance member engagement and promote service to their community.	1. TASK: In collaboration with Membership Program Team Leaders, provide member and club celebrations, spotlights and social events. 2. TASK: In collaboration with Service Program Team Leaders, provide schedule to spotlight club service projects.
	C. ACTION: Assist clubs with their newsletters.	1. TASK: Encourage all clubs to publish a 1-2 page newsletter. 2. TASK: Help clubs start a newsletter, as needed.

WEBSITE

2. GOAL: Promote and maintain District and Club Website(s).	MEASUREMENT: 100% clubs have and maintain a club website/webpage with contact information/ability.	
	A. ACTION: Research club websites for platform and content.	1. TASK: For clubs without a website presence, develop a website in collaboration with Club members. 2. TASK: For clubs with a website presence, assist club members with updating outdated content.
	B. ACTION: Create portal(s) for public engagement via club webpages.	1. TASK: Ensure club social media links are posted. 2. TASK: Promote use of "Contact us" and "Member Interest" forms. 3. TASK: Ensure easier access to "Member Application" process.
	C. ACTION: Regularly update District website content to keep it current and engaging.	1. TASK: Review all rejected emails and correct/update, as needed. 2. TASK: Update the District homepage with stories for the membership (or stories about membership service, etc.. as requested by the Governor and Board 3. TASK: Streamline District website navigation bar to facilitate website traffic flow. 4. TASK: Add District level documents to the Document storage.
	D. ACTION: Train board members on webpage maintenance	1. TASK: Train District Board members on how to add documents to the district board document section in ClubRunner. 2. TASK: Train District Board members on how to maintain and update webpage(s. that relate to their district responsibilities (i.e. The Awards page is updated/maintained by the Board member responsible for that District Award).

COMMUNICATIONS

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MARKETING

1. GOAL: Promote and enhance Marketing efforts to increase Altrusa visibility.	MEASUREMENT: Increase awareness and impact of Altrusa in Texas.	
	A. ACTION: Increase name recognition of Altrusa in Altrusa communities.	1. TASK: Create list of possible local media outlets: Radio, news, local paper, and/or periodicals, etc.
	B. ACTION: Improve the quality of marketing collateral.	1. TASK: Provide ideas and templates for improved marketing options. 2. TASK: Promote the use of the "Club" District Nine t-shirt at club events and service projects. 3. TASK: Promote the use of pop-up banners, table runners and table signage for use at club events and service projects.
	C. ACTION: Promote International's Marketing Guide.	
	D. ACTION: Create a District Nine Marketing Guide.	
	E. ACTION: Create a marketing plan outlining how these measures will be implemented.	1. TASK: Develop sample marketing plan for club use 2. TASK: Develop a survey to measure the usage of these plans.
	F. ACTION: Define target audience and goals.	1. TASK: Develop target campaign templates focused on various populations and interests to attract new members. a. Connect with specific young professionals. b. Define leadership development initiatives. c. Provide networking events and meetups. d. Mentorship programs. 2. TASK: Teach clubs how to market their clubs. Marketing committee will come up with a sample plan that is realistic to help clubs develop their own. Zoom workshop offered. 3. TASK: Send out the case study on Stanley water bottles presented at conference to reinforce the power of collaboration. 4. TASK: Possibly offer a specific workshop or a help guide on the power of collaboration for success in today's digital world.

COMMUNICATIONS

OBJECTIVE: Promote effective, efficient, relevant, and timely Altrusa communication that enhances the visibility of Altrusa to community at large.

MARKETING (Cont.)

2. GOAL: Educate Clubs about having a Marketing plan and Altrusa Branding guidelines.	MEASUREMENT: 85% of clubs have a marketing plan.
	A. ACTION: Educate members on the proper use of Altrusa logo. 1. TASK: Provide training using Altrusa Brand Guidelines to promote brand recognition. 2. TASK: Educate members on the consistent and appropriate use of Altrusa logo, font, colors, and usage. 3. TASK: Promote the compliant use of Altrusa Club Banner, Altrusa pop-up banners, Altrusa backdrops, Altrusa table covers, and other Altrusa logo marketing materials. a. Encourage frequent use and photography of marketing material with members in action. b. Marketing committee to find a free app for video and photo sharing, which will greatly assist marketing team to prepare promotional materials and videos.
	B. ACTION: Develop Press Release templates to promote Altrusa club activities.
	C. ACTION: Develop tools for community visibility and partnerships. 1. TASK: Marketing committee will explore LinkedIn as an additional avenue to reach an untapped market. 2. TASK: Educate members and clubs on how to contribute to local media campaigns as well as the wider media campaign. 3. TASK: Collaborate with local businesses, municipalities, universities and other non-profits. Connect with: a. Chamber of Commerce, community Leaders, municipal /department leaders, etc. b. Rotary, Junior League. Young Professionals, etc. c. Community Leadership Programs (i.e. "Leadership [City]", etc. 4. TASK: Establish a relationship and develop a plan with these programs and ensure our logo and contact information is included on ALL promotional materials when we collaborate. a. Altrusa logo and contact info to be included on social media materials so buzz is created through likes/comments/shares, which in turn increases brand awareness. 5. TASK: Marketing committee to explore how to better use ClubRunner for marketing so Altrusa is literally in the pockets and purses of Altrusans everywhere they go.

COMMUNICATIONS

OBJECTIVE: Promote effective, efficient, relevant, and timely Altrusa communication that enhances the visibility of Altrusa to community at large.

SOCIAL MEDIA

1. GOAL: Promote and educate Social Media efforts.	MEASUREMENT: 100% clubs have at least one active social media platform and increase social media traffic by 20%.	
	A. ACTION: Create and Utilize a Social Media Toolkit.	1. TASK: Survey all clubs to find out current club social media usage. Use this information to better support educational needs. 2. TASK: Prepare an analysis of survey results. 3. TASK: Provide Training for social media tools (i.e. free tools: Canva, ChatGPT, CapCut, Meta, and LinkedIn, etc.). 4. TASK: Provide tools and resources to create consistent content. 5. TASK: Include tips/content in District news. 6. TASK: Provide training on creating Reels & Short-Form videos. 7. TASK: Conduct a fun Filmfest type Assignment. 8. TASK: Promote LinkedIn* engagement for a Club account and individual accounts. (*Key tool to engage with young professionals) 9. TASK: Implement a Social Media Calendar.
	B. ACTION: Promote awareness of Altrusa's primary cause, Literacy.	1. TASK: Publish literacy awareness highlights monthly. 2. TASK: Promote book donation and club literacy projects. 3. TASK: Promote book club engagement (Traditional, Virtual, and Silent)
	C. ACTION: Promote programs, initiatives, and events within local and statewide media, utilizing all available outlets.	1. TASK: Educate and encourage the use of hashtags (#) to provide cross-promotion of each club in partnership with #AltrusaDistrictNine. 2. TASK: Offer membership flexibility. Offer hybrid / remote meeting attendance. 3. TASK: Showcase Impact programs and success stories. 4. TASK: Share club activities on social media platforms.

TECHNOLOGY

1. GOAL: Support and educate members about Technology resources.	MEASUREMENT: Increase digital education, awareness, and safety by 80%.	
	A. ACTION: Educate members on various technology resources.	1. TASK: Training on computer basics and online resources 2. TASK: Training on use of Google suite of programs to facilitate club administration. a. Google Drive: shared document collaboration b. Google Forms: member/public surveys and feedback. 3. TASK: Train members on the benefits and safe use of Artificial Intelligence (A.I.).
	B. ACTION: Provide Cyber-Security Training.	1. TASK: Educate member on the dangers of cybercriminals and how to stay safe online.

International Foundation, Club Fundraising & Finance

OBJECTIVE: Create an environment of fundraising that is efficient and inclusive of all Altrusans.

International Foundation

1. GOAL: Promote the Altrusa International Foundation .	MEASUREMENT: Maintain donation levels and/or increase by 10%	
	A. ACTION: Educate Members about the functions and benefits of the Altrusa International Foundation.	1. TASK: Provide overview training about the Foundation.
	B. ACTION: Educate members about how to give to the Foundation.	1. TASK: Oversee Foundation fundraising efforts at District Conference. 2. TASK: Encourage clubs and members to support the Foundation through various giving campaigns.
	C. ACTION: Educate clubs about grant opportunities.	1. TASK: Educate members about the International Foundation Grant process. 2. TASK: Provide materials and guidelines for grant writing. 2. TASK: Provide support and assistance to the Club Fundraising Committee for outside grants available to Clubs.

Fundraising

1. GOAL: Educate clubs about the importance of having a successful Fundraising campaign to support	MEASUREMENT: 100% of all Clubs have a fundraising campaign.	
	A. ACTION: Ensure all clubs have a fundraising plan.	1. TASK: Survey clubs to develop a list of fundraising ideas. 2. TASK: Encourage clubs to have a “signature” fundraiser. 3. TASK: Provide training about the benefits of fundraising a. Community support, recognition and marketing b. Membership engagement and growth

Finance

1. GOAL: Manage and oversee financial resources to support the overall objectives of the District. Support Clubs in their efforts to maintain financial stability.	MEASUREMENT: Maintain District reserves at no less than 6-months operating expense (and all other District Fiscal Policies).	
	A. ACTION: District Finance Committee to monitor and evaluate District resources and expenses for long term financial stability and transparency.	1. TASK: District Finance Committee evaluates and prepares the District Budget annually. 2. TASK: Quarterly publish the District Budget to the District Board for review, 3. TASK: Periodically publish the District Budget online for member access/review.
	B. ACTION: Educate Clubs about the tools needed to ensure financial stability and transparency.	1. TASK: Provide guidance for Club (and Foundation) Board to regularly review and report Club resources and expenses to the membership. 2. TASK: Support the Club (and Foundation) with presenting financial statement(s) for an annual audit. 3. TASK: Educate Club Treasurers, Club leaders and all members on the importance of proper financial management through District newsletter article(s), Conference workshop(s), and/or online training(s).