LONG-RANGE STRATEGIC PLAN

Altrusa International
District Nine
2023–2025

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)

GROWTH AND STABILITY DEVELOPMENT PLAN:			
MEMBERSHIP/New Club Building/ASTRA			
Objective	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Increase the stability and growth of District Nine	1. Increase **stability and strength** of clubs in District Nine.	1. Expand clubs' engagement with other organizations to build community relationships and build awareness of Altrusa. 2. Strengthen clubs and members through using the Growth Models of Discovery, Power and Learning 3. Actively expand the circle of influence in communities for development of diversity in service and membership. 4. Educate members on the basic tenants and policies/procedures of Altrusa so Altrusans eagerly engage becoming more stable and prepared to invite guests to participate	1. 100% of clubs have at least one project each year in partnership with another organization. 2. 75% of clubs use the Discovery Model and worksheet to help discover their untapped markets. 3. 25%of clubs utilizing the Inclusion video at membership events. 4. 100% of clubs needing assistance work with the Power Team to help strengthen clubs needing assistance.
	2. Increase member **Involvement and retention**	1. Produce a retention plan for the District and clubs. 2. Continue to promote hybrid clubs to offer expanded membership opportunities.	1. Maintain member retention at 85%
	3. Increase membership in the District -	1. Encourage each club to write an annual membership plan. 2. Encourage each club to consider formal membership events.	1. Increase the level of membership in the District by 25% in the biennium.
	4. Create vitality inspiring growth and expansion in all clubs by good **communication.**	1. Maintain communication with the District by having a membership chair for each club. 2. Provide targeted processes for clubs of all sizes to accelerate growth with urgency through connections and mentoring by	1. 100% of clubs have a membership chair. 2. 100% of club membership leaders follow a mentoring plan for members (or something similar that is measurable). 3. Contribute membership

		Membership leaders.	information through each issue of the NoMN or Facebook.
	5. Expand Altrusa through **New Club Building**	1. POTENTIAL MARKETS: Target 2 to 4 markets for development of affiliate Altrusa membership for potential new club building. 2. MEMBER RELOCATION: Identify club members who have moved to other areas of the District without clubs as a possible key person to start a club. 3. ASTRA RELOCATION: Identify past ASTRA members who have moved to other areas of the District without clubs as a possible key person to start a new club. (moved from ASTRA to Altrusa) 4. COMMUNICATIONS: Maintain good communication with the District members about all New Club Building activities and information on how to refer members to the team.	1. Establish two or more new Altrusa clubs in the biennium. 2. Communicate with the District about New Club Building in 100% of the News of the Mighty Ninth issues.
	6. Expand the reach of ASTRA	1. Encourage clubs to consider ASTRA as a club project. 2. Continue District ASTRA awards. 3. Support District ASTRA clubs and sponsors.	1. Form one or more new ASTRA clubs in the biennium. 2. Communicate with the District about ASTRA in 100% of the News of the Mighty Ninth issues .

GROWTH AND STABILITY DEVELOPMENT PLAN (cont.):			
COMMUNICATIONS			
Objective	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Promote effective, efficient and timely communication throughout the District	1. Establish a contact of communication chairs/liaisons for each club	1. Identify a local club communication chair or liaison for each club within the District. 2. Distribute information to District Leadership and Communication Committees to facilitate information dissemination.	1. Presence of a Communications Chair/Liaison
	2. Establish and promote member engagement and learning opportunities	1. Establish quarterly Communications chair meetings. 2. Share resources to enhance communications at the club and District levels. 3. Provide training and consultation for clubs to utilize technology and formatting communications.	1. Quarterly Communications Chair meetings
	3. Promote the use of ClubRunner Communication tools to facilitate Communications at the local club and District levels	1. Develop ClubRunner email training.	1. Maintain membership with listed emails to 90%
	4. Promote information dissemination through the regular publication of the District newsletter	1. Ensure the development and publication of News of the Mighty Ninth.	1. Quarterly publication of District newsletter

GROWTH AND STABILITY DEVELOPMENT PLAN (cont.):			
LEADERSHIP DEVELOPMENT			
Objective	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Provide Leadership and club development opportunities	1. Provide leadership development opportunities at District Events	1. Provide leadership development training opportunities at District Events 2. Provide leadership development training opportunities at quarterly meetings	1. At least one leadership development training at either FLE or Conference 2. At least one leadership development training at a District quarterly meeting
	2. Develop a pipeline of strong Altrusa leaders with succession planning at all levels	1. Encourage Club Presidents to provide leadership training at the club level 2. Encourage membership to participate in leadership opportunities at the next level up 3. Inform members of available leadership opportunities	1.. Develop Leadership Training tools to share with the local Club Leadership 2. Leadership opportunities discussion at District quarterly meetings as evidenced by meeting agenda/notes 3. Develop leadership opportunities, qualifications and expectations document and post to District website
	3. Assist Clubs in developing a strong LRSP	1. Provide strategic planning training at least annually 2. Assist clubs with LRSP with technology support	1. At least annual training on LRSP at a District Event, webinar or at a District digital meeting
	4. Develop leaders by providing training on Club, District and International Bylaws and Policies	1. Provide a training article on Club, District and International Bylaws and Policies in the quarterly District newsletter	1. Governance article in each District newsletter

GROWTH AND STABILITY DEVELOPMENT PLAN (cont.):			
ORGANIZATION GOVERNANCE			
Objective	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Maintain sufficient organizational structure and processes to manage and oversee financial resources and governance supporting program and objectives.	1. Maintain District reserves at no less than 6 months operating expense	1. Evaluate the District Budget and expense management for all accounts	1. District Budget with no less than 6 months reserves
	2. Ensure Clubs have the tools needed to ensure financial stability	1. Provide training and technical support to local clubs to develop a realistic budget to maintain financial stability. 2. Assist local Clubs as needed in developing a foundation	1. At least one training opportunity on budget development 2. At least one training opportunity on fundraising. 3. List of all Clubs and if there is a functioning foundation
	3. Assist local Clubs in governance through leadership assistance by the BRR committee	1. District Governor to appoint BRR Chair 2. Assist local Club leadership as needed on governance with mentorship and BRR training	1. Presence of BRR Chair 2. At least bi-annual article in the District newsletter

VISION DEVELOPMENT PLAN:			
SERVICE			
Objectives	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Serve the needs of both our global and local communities efficiently and enthusiastically through support of International objectives with assistance to clubs	1. Coach Clubs to develop an annual signature service project with 80 percent member participation	1. Educate members on how to develop, implement, and incrementally improve a signature service project	1. List of club signature service projects
	2. Coach Clubs to execute a Make a Difference Day Project that is "literacy based"	2. Educate members on literacy and why Make A Difference Day projects are important as a statewide initiative in support of the International focus.	2. List of Make a Difference Day Projects by club
	3. Coordinate a needs assessment review by region or community to focus efforts of projects on needs specific to each community	3. Identify a needs resource to assist clubs in performing a community needs assessment	3. Identify needs assessment resource
	4. Each club have a LRSP for service	4. Coach or assist clubs in writing a LRSP	4. Clubs upload LRSP to ClubRunner

VISION DEVELOPMENT PLAN (cont.):			
FUNDRAISING			
Objectives	**Goals & Strategies**	**Plans**	**Metrics /Measurements**
Create an environment of fundraising that is efficient and inclusive of all Altrusans at all levels	1. Coach all Altrusans on the development of service projects and fundraisers for greater impact within their communities	1. Educate and communicate the process of applying for grants through the International Foundation and other foundations 2. Develop a list or database of other foundations for clubs to apply to for grants	
	2. Coach all Altrusans on the value of building partnerships within their community to facilitate projects	1. Teach clubs to maximize resources through partnerships between agencies and non-profits to address a community need	
	3. Assist with evaluation and development of fundraising at all levels	1. Create a partnership between the Fundraising Committee, Foundation Liaison and Service Committee to address training on development of raising money to serve bigger and better	
	4. Stimulate participation in the Awards submission process	1. Work with the club fundraising committee to encourage club participation in writing award submissions	

VISION DEVELOPMENT PLAN (cont.):

PUBLICITY & MARKETING

Objectives	Goals & Strategies	Plans	Metrics /Measurements
Increase awareness and impact of Altrusa International throughout Texas	1. Promote brand recognition at the District and club level	1. Promote consistent and appropriate usage of the Altrusa logo, colors and topography in District and local club promotions 2. Continue to promote the use of the Altrusa banner at District and local club level 3. Assist clubs in identifying and engaging target markets	1. Audit of District publications and publicity to ensure consistent and appropriate usage of branding. (quarterly; 100% compliance) 2. Target market training at Quarterly Communications chair meeting
Increase awareness of Altrusa in our District by promoting brand recognition, strengthening community awareness and raising awareness	2. Promote awareness of primary cause, Literacy	1. Promote literacy awareness through the District website and social media outlets 2. Assist local clubs in developing and publishing literacy awareness information on their websites and social media	1. A minimum of one literacy awareness story on the District website 2. A minimum of at least 2 literacy awareness posts on social media
	3. Strengthen community awareness	1. Promote Altrusa through social media 2. Increase Altrusa presence in social media by adding one new social media outlet 3. Assist local clubs in developing and publishing information on their websites and social media	1. A minimum of 4 social media posts on District social media sites 2. Increase social media traffic by 20% 3. Initiation of a new social media outlet