



**ALTRUSA INTERNATIONAL
DISTRICT SIX**
Leaders in Service, Giving Well



LONG RANGE/STRATEGIC PLAN

- **Mission Statement**

District Six in collaboration with Altrusa International, Inc. supports our clubs by providing a network for leadership development and community services.

- **Vision Statement**

Altrusa: Leading in Service, Giving the gifts of leadership and service to the communities in District Six.

MEMBERSHIP

GOAL: Maximize membership growth

#1 OBJECTIVE

Increase District Six active membership by an average of one member/Club/year, as measured on May 31.

Strategies

1. Emphasize the new international marketing materials in communications to Clubs.
2. Recognize all new members and their sponsors in the **"IN TOUCH"**.
3. Provide at least one article on recruitment strategies or a recruitment success story annually in the IN TOUCH.
4. "Add an Altrusan Day" is now any day the first full week of May and will be emphasized in the April *Governor's Touch*.
5. Have a display of sample recruitment brochures at District Conference.
 - Provide recruitment workshop at District Conference, emphasizing three things volunteers want most.
 - To make a difference
 - Professional Development
 - Fun and fellowship
6. Emphasize recruitment during club visits.



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#2 OBJECTIVE

Increase District Six membership renewal to 90%, comparing May 31 and June 30 each year.

Strategies

1. Recognize all new Emeritus members in the **"IN TOUCH"**.
2. Provide at least one article on retention strategies or a retention success story annually in the **"IN TOUCH"**.
3. Provide retention workshop at District Conference, emphasizing three things volunteers want and the need to appreciate members and make them feel part of each club.
4. Emphasize retention during club visits.
5. Encourage Club members to get involved beyond the Club level.
6. Develop a power point of Altrusa basics, including International and District history, not individual clubs. Put it on president's CD, to be available for orientations.

#3 OBJECTIVE

Increase the number of Clubs in District Six above charter strength to 30 by May 31, 2010. (At 25, now, with 14 below)

Strategies

1. During Club Visits, encourage clubs to use District Six Club Building Chair and Board members.
2. Provide workshops for small clubs at Conference at least biannually.
3. Encourage clubs in geographic areas to share and support, possibly meet, inviting people from unclubbed areas.

#4 OBJECTIVE

Increase the number of clubs to 40 by May 31, 2011. (At 39 now)

Strategies

1. Publicize the rewards system International has developed for Clubs which develop new Clubs.
2. Publicize new club-building activities in the **"IN TOUCH"**
3. Provide workshops for club building biannually at Conference
4. Request Clubs to provide contacts in targeted Club areas, with a list of potential members.



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IMAGE

GOAL: Achieve recognition as a major positive influence in our communities.

#1 OBJECTIVE

Improve communication to our members through a variety of media annually.

Strategies

1. Enhance Website
 - Increase pictures of Altrusa events
 - Include District forms
 - Include dates of District events
 - Provide District Calendar
 - Provide opportunities for Clubs to publish fundraising events on website.
2. Enhance **"IN TOUCH"**
 - Publish **"IN TOUCH"** deadlines
 - Maintain electronic mailing list of presidents & communication contacts
 - Promote conventions/conferences
 - Recognize new members/sponsors
 - Provide space for Club activities—projects & fundraisers.
3. Include Club officer deadlines.
 - List International Convention and District Conference dates
 - Include Club officer calendar* and deadlines
 - Identify special Altrusa Days
 - Add An Altrusa Day
 - Make A Difference Day
 - Altrusa Awareness Day
 - Altrusa Founding April 11, 1917
 - Mamie L. Bass Birthday – November 18, 1879
 - Eight United Nations Recognition Days
 - Provide information to presidents and post on website.
 - Sell at District Conference biannually
 - Research the feasibility of posting on District Six Website
4. Develop a District Six Club President e-list

#2 OBJECTIVE

Provide tools to the clubs of District Six to increase name recognition of Altrusa in their communities.

Strategies

1. Share examples of positive imaging done by District Six Clubs.
2. Offer an "Image Building" workshop at District Conference biannually.
3. Provide suggestions for increasing the use of Altrusa emblems in local communities.
 - Members should wear their Altrusa pins at work, as appropriate.
 - Wear Altrusa Logo clothing in the community
4. Encourage Clubs to develop websites, alone or on social networking sites.



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MEMBER BENEFITS

GOAL: Strengthen opportunities for personal development, lifelong learning and networking.

#1 OBJECTIVE

Provide Club Officers Training annually at District Conference.

Strategies

1. Encourage Clubs to utilize expertise of District Six Club Chairs and Board of Directors.
 - Develop innovative and stimulating conference agenda and workshops.
 - Evaluate workshops.
2. Provide presidents' information on CD.

#2 OBJECTIVE

Provide Leadership Training/Personal Development to members by offering at least one workshop annually at District Conference.

Strategies

1. Develop and present leadership training programs.
2. Develop and present personal development programs.

#3 OBJECTIVE

Encourage at least one non-conference, inter-club networking opportunity biannually.

Strategies

1. Encourage clubs to submit networking activities to be highlighted on the website and in the "IN TOUCH"
2. Recognize the cluster meetings that occur annually
3. Increase the number of Clubs involved in cluster meetings through increased publicity



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SERVICE

GOAL

Enhance the quality of life through service throughout District Six.

#1 OBJECTIVE

Increase involvement in service projects.

Strategies

1. Encourage participation in "Make a Difference Day"
2. Encourage attendance and participation in Conference Workshops
3. Encourage clubs to submit articles to the **"IN TOUCH"**
4. Encourage clubs to submit articles/information for Web Site
5. Encourage clubs to share ideas at Conference via Poster Board displays.

#2 OBJECTIVE

Increase the impact of Service projects done in District Six

Strategies

Enhance the District Service Focus.

1. Include conference service project in conference planning
2. Post project on website
3. Publish project in Call to Conference and in the **"IN TOUCH"**.
4. Promote conference service project on club visits.

#3 OBJECTIVE

Increase the number of Award entries by May 31, 1010 as follows:

- Mamie L. Bass – to 25% of clubs
- Letha H. Brown – to 25% of clubs
- Nina Fay Calhoun – to 15% of clubs

Strategies

1. Encourage Clubs to enter at least one service project for an award during Club visits
2. Alert and guide clubs to the International website for information concerning award criteria.
3. Publish timely articles in **"IN TOUCH"**
4. Post winning entries for each award on District website with club's permission.
5. Provide information on award winning projects.



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#4 OBJECTIVE

Establish two new ASTRA Clubs by 2011.

Strategies

1. Provide Astra workshop at District Conference
2. Include Astra articles in "IN TOUCH"
3. Connect interested Clubs to resources and each other through networking.
4. Club visitors are to connect interested Clubs to District ASTRA Chair.