

STRATEGIC PLAN 2020-2021

Goal 1: SERVICE—Improve quality of life in the community

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status/Date Completed; Report Submitted
Identify and serve the needs of our community	Increase club members' participation in service projects	Provide hands-on service projects prior to monthly meetings	Increase club member participation	Service Chairs, Administration Service, Foundation Trustees	May through June	*January Report *May Report Monthly Update at club meeting
		Schedule and post community activities on the website	Ensure non-duplication of events and dates	Committee Chairs and Web Master	May through June	*Ongoing reviews of club calendar
		Collect project ideas from members and select projects for the year	Increase impact of projects, engage more members, reduce service fatigue	Committee Chairs and Club President	June	*End of year report & recommendations
	Evaluate current projects and impact	Develop project evaluation template	Ensure effectiveness, impact and participation	Strategic Planning Administration and Service Committees & Committee Chairs	June	*January Report *May Report
	Inclusion of all club members in one impactful project	Choose meaningful project	Determine success of project	Club President, President Elect, Vice President	August Board meeting.	*May Report
	Determine community needs	Survey Members and community organizations	Determine projects' impact	Strategic Planning Committee, Club President, Committee Chairs, Grant Committee	August	*January Report *May Report

*Templates for reports will be provided by Strategic Planning Committee.

Long Range Plan 2020-2023

Goal 2: COMMUNICATION/MARKETING—Enhance Image and Increase Visibility to Stakeholders

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status/Date Completed; Report Submitted
Implement Marketing Plan	Develop and update printed material yearly	Update brochure, business cards and website	Increases visibility of club activities	Communication Committee Chairs	Annually by July Board meeting	Updated brochure, business cards and website.
		Provide brochures and business cards for members	Ensure members have updated materials to share with potential supporters and new members	Communication Committee Chairs	May through June	Updated materials and updated website
Implement Communication Plan for Membership	Focus ACCENTS on Service projects at meetings. Include activities in Tidings and the website	Share ACCENT guidelines with club members	Keep membership up to date on all club activities	Communication Committee Chairs; Service Chairs	May through June	List of monthly ACCENTS presented at Club Meetings and copies of Tidings
Increase awareness of Altrusa within the community	Place articles in local publications and Altrusa website	Twice a year copies of articles submitted and published	Keeps community updated on Altrusa activities	Communication Chairs and Service Chairs	May through June	*January Report *May Report

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Long Range Plan 2020-2023

Goal 3: MEMBERSHIP RECRUITMENT/RETENTION—Retain, Recruit, and Involve

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status/Date Completed; Report Submitted
Retain 90% of new and current club members	Involve new members in social activities and committee work as soon as feasible	Include/sign up new members on committees	New members become more knowledgeable about Altrusa and club members	Membership Recruitment/Retention Committee Chairs	May—June	*January Report *May Report
	Review and update new member mentoring program yearly	Assign a mentor to each new member	New members become more knowledgeable about Altrusa	Membership Recruitment Chair	May-June	*January Report *May Report
		Assign new members to Sophomore Sisters	New members become more knowledgeable about Altrusa	Immediate Past president	June	*January Report *May Report
	Contact members who have missed meetings for two months	If appropriate send cards or call members	Support for club members	Membership Recruitment/Retention Chairs, Mentors, Sponsors	May-June	*January Report *May Report
Increase net membership by 10%	Increase diversity (ethnicity, age, etc.) of club members	Develop and implement plan to increase diversity	More diversity in club membership	Membership Committee Chairs	June	*January Report *May Report

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Goal 4: LEADERSHIP—Provide leadership development skills for all members

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status/Date Completed; Report Submitted
Provide leadership skills workshops for Board Members and Committee Chairs	Provide all members with job descriptions of all board positions	Provide written job descriptions to membership and post on website	Ensures that officers understand their responsibilities	Strategic Development-Leadership Committee Chairs Club Presidents	March	*January Report *Mary Report
Ensure seamless transition from year to year with club leadership	Provide written documentation of transition steps	Designate date for job transitions to occur between members	Ensures continuity of practices and decreases reinvention of processes	Strategic Development-Leadership Committee Chairs Club Presidents	Fall	*January Report *May Report
	Develop training plan for incoming officers and committee chairs	Consider committee members becoming chair the following year	Ensures continuity of practices and decreases re-invention of processes	Strategic Development-Leadership Committee Chairs Club President	June	*January Report *May Report
	Increase awareness of committee responsibility and serving parameters	Conduct a Workshop for Incoming Committee Chairs	Ensures continuity of practices and decreases re-invention of processes	Strategic Development-Leadership Committee Chairs Club President	June	*January Report *May Report
Develop Leadership silks for membership	Facilitate leadership workshops for all members	Conduct a fall and spring leadership events bi-annually	Grow Club leadership base	Strategic Development-Leadership Committee Chairs Club President	Fall and Spring	*January Report *May Report
Recognize Club Members Contributions	Provides a positive atmosphere	Each Club Meeting, Member Contributions are recognized	Recognition can inspire more dedication	Club President, Committee Chairs, members	On-going	*January Report *May Report

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Goal 5: FINANCIAL—Achieve and maintain financial solvency

Objectives	Strategies	Action Plan	Impact/Notes	Responsible	Timeline	Status/Date Completed; Report Submitted
Develop and maintain sufficient financial resources to support Foundation service and scholarship programs and objectives.	Evaluate annual fund-raising goals and strategies	Evaluate event and document process and decisions	Make informed decisions regarding event and other opportunities	OWT chairs and Committee	Annually within one month of the event	*January Report *May Report
	Ensure 100% member participation in OWT	Include members in planning execution of the plan	Ensures optimal chance of success	OWT Chairs and Committee	On-going	*January Report *May Report
Maintain sufficient financial resources to support club service projects and administration costs	Evaluate income and expenses annually as part of the budgeting process	Develop and implement strategies to increase administrative income as needed	Sufficient financial resources to support club activities	Finance Committee Chair	May through June	*January Report *May Report
	Research grant opportunities	Search and write grants	Ensures Altrusa's continued support of community projects	Committee Chairs and Club Members	May through June	*January Report *May Report
	Apply for Altrusa International Grants	Write the grant	Ensures Altrusa's continued support of community projects	Committee Chairs	Per International's timeline	*January Report *May Report

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Goal 6: VIRTUAL MEETINGS: Provide continuous communication among members

Objectives	Strategies	Action Plan	Impact/notes	Responsible	Timeline	Outcomes Recommendation
Ensure that club members communication continues when face-to-face meetings are not possible	Develop a workshop on virtual meetings	Conduct a workshop for members	Ensures that communication among members continues	Strategic Development/Leadership Committee Communication Committee	On-going	*January Report *May Report
	Research Possible tools for virtual meetings	Purchase tool to use for virtual club, committee and Board meetings	Ensures that communication among members continues	Board approval and Communication Chairs	June	*January Report *May Report
	Continue club business meetings virtually	Schedule virtual meeting	Ensures that members are informed and involved	Club President Communication/Marketing Committee	On-going	*January Report *May Report
	Provide virtual meetings for Committee Chairs and committee members	Schedule Committee Meetings	Ensures that committee members are updated	Committee Chairs	On-going	*January Report *May Report
	Provide virtual Board meetings	Announce and invite club members to attend	Ensures that members will be informed of Board discussion and actions	President	On-going	*January Report *May Report

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