

STRATEGIC PLAN

OF

ALTRUSA INTERNATIONAL, INC.

of

THE BRAZOS

**Recommended by Altrusa International, Inc. of The Brazos Board of Directors
for Approval by the Membership in 1999
(Revised: September, 2011)**



Mission Statement

Altrusa International, Inc. of the The Brazos provides opportunities for professionals from a variety of careers to develop and use their personal and combined leadership skills to support and encourage one another, to make positive contributions to the solution of community problems and needs, and to impact the well-being of people throughout the world by participating in the projects of Altrusa International, Inc.

MEMBERSHIP	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
<p>Maximize Growth and Retention</p>	<p>~Increase net membership by 3 ~Identify Recruitment Strategies ~Diversify ethnicity</p> <p>~Maintain retention at 95% ~Enhance commitment of current membership</p>	<p>~Recruit younger members to help energize group</p> <p>~Provide service project, membership information at community events and club fundraisers ~Select service projects that provide opportunities for togetherness</p> <p>~Participate in Membership Luncheon by encouraging everyone to bring a guest</p> <p>~Continue the standard for new member initiations</p> <p>~Timely schedule new member orientations & initiations</p> <p>~Have fun through outside activities with socials planned periodically within year ~Provide high quality programs and service projects</p> <p>~Understand & communicate membership responsibilities</p> <p>~Identify the impact of our Service Projects Be sure to tell members what would happen if we had not provided the services</p> <p>~Acknowledge member's participation to employers</p> <p>~Host Membership Luncheon</p> <p>~Encourage perfect attendance by all members</p>	<p>Club Membership & Membership Committee</p> <p>Membership Committee Communications Committee Club Membership</p> <p>Club Membership & Membership Committee</p> <p>Membership Committee</p> <p>Membership Committee</p> <p>Club Membership and Communications Cmtee. Comm. Chairs. & Service Committee</p> <p>Membership Committee</p> <p>Service Committee</p> <p>President</p> <p>President</p> <p>Membership Committee</p> <p>Club Membership</p>

MEMBERSHIP BENEFITS	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
<p>Enhanced Opportunities for Leadership Development & Formation of Friendships</p>	<p>~Provide members with opportunities for leadership development</p> <p>~Empower members both professionally and personally</p>	<p>~Hold 3 leadership development segments each year during orientation meetings</p> <p>~Encourage attendance at District Conference Leadership Events, & International Convention</p> <p>~Encourage participation in SOS Events</p>	<p>Past Presidents</p> <p>President</p> <p>Communications (Social) Committee</p>

SERVICE	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Develop Meaningful Service Projects and Enhance our Community's Quality of Life Through Service Projects	~Develop community service projects using community needs assessment	~Perform a community needs assessment periodically	Service Committee
	~Focus on at least one ongoing "hands-on" service project per year	~ Evaluate and plan current projects by committee before presenting to club	Service Committee
	~Clearly define yearly Service Projects	~Distribute an interest survey to membership Questionnaire of members	Service Committee
	~Define four Budgeted Service Projects		Service Committee
	~Members participate in at least one project per year	~Track & Report members service hours throughout the year	Club Membership & Committee Chairs & President
	~Participate In 'Make A Difference Day' tied to a current club service project pertaining to literacy	~Coordinate with Service Project	Service & Club Membership

FINANCE	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Maintain Sound Financial Standing and Financial Support of Community Service Projects	~Develop Operating and Foundation Budget	~Obtain from Committee Chairs and Officers proposed budget	Committee Chairs & Finance Committee
	~Keep club in good financial standing	~Define method to fund Operating Deficit Raffle	Finance Committee
	~Continue the major Fund Raiser to fund three (3) Service Projects	~Evaluate current community fundraiser Turkey Trot seems to be popular with everyone--encourage more participation in the beginning/planning stages by everyone	Finance Committee
	~Identify underwriting and partnering opportunities with local businesses, individuals and foundations	~Define fundraiser plans prior to membership approval	Finance Committee
		~Delegateduties for more member involvement	Finance Committee and Trot Chair
		~Identify specific funding opportunities with local businesses	Finance Committee & Club Members
		Provide Judie with list ~Apply for Foundation Grants	Finance Committee

COMMUNICATIONS	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Provide Timely Information to All Members and Community	~Improve club marketing to the community, District and International Offices ~Enhance communications within club	~Maintain club website ~Update the Brochure and design other Marketing Tools i.e., work with International on Rebranding in 2011 ~Develop & Maintain working relationship with print & TV media ~Submit Newsletter to District & International Officers ~Submit to District for at least 2 club awards Delegate to committees/members to encourage more member involvement in award process ~Continue electronic dissemination of Newsletter ~Continue use of e-mail as communications tool Ask Communications committee to send communications by snail mail to members who do not have access to e-mail ~Utilize club website for member communication ~Establish and maintain a line of communication for members without computer access: phone, mail ~Communications committee will send cards/call and reach out to members who are in need, i.e., having family emergencies, illness, surgery, etc.	Website Coordinator Communications and Website Coordinator Communications Newsletter Editor President Newsletter Editor All Committees, Officers & Members Communication Communication
Members 'Care'	~"Care" for members needing "care"		Communication and members