

STRATEGIC PLAN
OF
ALTRUSA INTERNATIONAL, INC., of
THE BRAZOS

**Recommended by Altrusa of the Brazos International, Inc. Board of Directors
for Approval by the Membership in 1999
(Revised: April, 2006)**



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 thought the world by participating in the projects of Altrusa International, Inc.

MEMBERSHIP	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Maximize Growth and Retention	~Increase net membership by 6 ~Identify Recruitment Strategies ~Diversify ethnicity	~Recruit younger members to help energize group	Club Membership & Membership Comm.
		~Provide service project, membership information at community events and club fundraisers	Publicity Committee
		~Participate in 2 Bring a New Member & 1 Add an Altrusan Luncheons	Club Membership & Membership Committee
		~Share our story of Altrusa Sisters in Service with friends, family & acquaintances	Club Membership
		~Develop standard for new member initiations	Membership Committee
		~Timely schedule new member orientations & initiations	Membership Committee
	~Maintain retention at 95% ~Enhance commitment of current membership	~Have fun through outside activities	SOS Committee
		~Provide high quality programs and service project	Comm. Chairs. & Service Committee
		~Understand & communicate membership responsibilities	Membership Committee
		~Identify the impact of our Service Projects	Service Committee & President
		~Acknowledge member's participation to employers	President
		~Have fun through outside activities	SOS Committee
		~Host Membership Luncheon	Membership Committee
		~Encourage perfect attendance by all members	Club Membership

MEMBERSHIP BENEFITS	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Enhanced Opportunities for Leadership Development & Formation of Friendships	~Provide members with opportunities for leadership development	~Hold 6 leadership development segments each year during business meetings	Past Presidents' Council
	~Empower members both professionally and personally	~Encourage attendance at District Conference Leadership Events, & International Convention	President
		~Encourage participation in SOS Events	SOS Committee

SERVICE	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Develop Meaningful Service Projects and Enhance Community Quality of Life Through Service Projects	~Develop community service projects using community needs assessment	~Perform a community needs assessment	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	Service Committee
	~Define 4 Budgeted Service Projects	~Distribute an interest survey to membership	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 service project	~Coordinate with Service Project	Service, Publicity Committee & Membership
	~Start an ASTRA Club	~Coordinate with Service Project	Service Committee

FINANCE	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
<p>Maintain Sound Financial Standing and Financial Support of Community Service Projects</p>	<p>~Develop Operating and Foundation Budget</p> <p>~Keep club in good financial standing</p> <p>~Obtain Foundation 501C3 Tax Status</p>	<p>~Obtain from Committee Chairs and Officers proposed budget</p> <p>~Define method to fund Operating Deficit</p> <p>~File papers as quickly as possible</p>	<p>Committee Chairs & Finance Committee</p> <p>Finance Committee</p> <p>Finance Committee</p>
	<p>~Define major Fund Raiser to fund Four (4) Service Projects</p> <p>~Identify underwriting and partnering opportunities with local businesses individuals, foundations</p>	<p>~Evaluate current community fundraisers</p> <p>~Choose 1 or 2 major annual Fundraisers)</p> <p>~Define fundraiser plans prior to membership approval</p> <p>~Delegate for more member involvement</p> <p>~Identify specific funding opportunities with local businesses</p> <p>~Apply for Foundation Grants</p>	<p>Ways & Means</p> <p>Ways & Means</p> <p>Ways & Means</p> <p>Ways & Means</p> <p>Ways & Means & Club Members</p> <p>Ways & Means</p>

COMMUNICATIONS	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
<p>Provide Timely Information to All Members and Community</p>	<p>~Improve club marketing to the community, District and International Offices</p>	<p>~Maintain club website</p> <p>~Design Brochure & other Marketing Tools</p> <p>~Develop & Maintain working relationship with print & TV media</p> <p>~Submit Newsletter to District & International Officers</p> <p>~Submit to International for at least 3 club awards</p>	<p>Publicity & Media Committee</p> <p>Publicity & Media Committee</p> <p>Publicity & Media Committee</p> <p>Newsletter Editor</p> <p>President</p>
	<p>~Enhance communications within club</p>	<p>~Continue electronic dissemination of Newsletter</p> <p>~Continue use of e-mail as communications tool</p> <p>~Utilize club website for member communication</p> <p>~Establish and maintain a line of communication for members without computer access</p>	<p>Newsletter Editor</p> <p>All Committees & Officers & Members</p> <p>Publicity & Media Committee</p> <p>Communication Comm.</p>