

**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: June, 2009)**



**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 through 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 2 ~Identify Recruitment Strategies ~Diversify ethnicity	~Recruit younger members to help energize group  ~Provide service project, membership information at community events and club fundraisers  ~Participate in 2 Bring a New Member & 1 Add an Altrusan Luncheons  ~Continue the standard for new member initiations  ~Timely schedule new member orientations & initiations	Club Membership & Membership Committee  Membership Committee Communications Committee Club Membership  Club Membership & Membership Committee  Membership Committee  Membership Committee
	~Maintain retention at 95% ~Enhance commitment of current membership	~Have fun through outside activities  ~Provide high quality programs and service project  ~Understand & communicate membership responsibilities  ~Identify the impact of our Service Projects  ~Acknowledge member's participation to employers  ~Host Membership Luncheon  ~Encourage perfect attendance by all members	Club Membership  Comm. Chairs. & Service Committee  Membership Committee  Service Committee President  President  Membership Committee  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  ~Empower members both professionally and personally	~Hold 3 leadership development segments each year during business meetings  ~Encourage attendance at District Conference Leadership Events, & International Convention ~Encourage participation in SOS Events	Past Presidents  President  Membership 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  ~Focus on at least one ongoing "hands-on" service project per year  ~Clearly define yearly Service Projects  ~Define 4 Budgeted Service Projects	~Perform a community needs assessment  ~ Evaluate and plan current projects by committees before presenting to club  ~Distribute an interest survey to membership  ~Distribute an interest survey to membership  ~Distribute an interest survey to membership	Service Committee  Service Committee  Service Committee  Service Committee
	~Members participate in at least one project per year  ~Participate In Make A Difference Day tied to a service project	~Track & Report members service hours throughout the year  ~Coordinate with Service Project	Club Membership & Committee Chairs & President  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  ~Keep club in good financial standing  ~Continue the major Fund Raiser to fund three (3) Service Projects	~Obtain from Committee Chairs and Officers proposed budget  ~Define method to fund Operating Deficit  ~Evaluate current community fundraiser ~Choose 1 or 2 major annual Fundraisers ~Define fundraiser plans prior to membership approval ~Delegate for more member involvement	Committee Chairs & Finance Committee  Finance Committee  Finance Committee Finance Committee Finance Committee
	~Identify underwriting and partnering opportunities with local businesses individuals, foundations	~Identify specific funding opportunities with local businesses ~Apply for Foundation Grants	Finance Committee & Club Members Finance Committee

COMMUNICATIONS	OBJECTIVES	STRATEGIES (ACTION STEPS)	WHO'S RESPONSIBLE
Keep members informed about Altrusa activities and provide information to the community.	~Improve club marketing to the community, District and International Offices	~Maintain club website ~Update the Brochure & design other Marketing Tools ~Develop & Maintain working relationship with print & TV media ~Submit Newsletter to District & International Officers ~Submit to District for at least 2 club awards	Website Coordinator  Communications Communications  Newsletter Editor President
	~Enhance communications within club	~Continue electronic dissemination of Newsletter ~Continue use of e-mail as communications tool  ~Utilize club website for member communication ~Establish and maintain a line of communication for members without computer access	Newsletter Editor All Committees & Officers & Members Communication Communication