**Altrusa International Inc. Strategic Plan – 2017 - 2021**

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| **Vision:** Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs. | **Mission:** To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers. | **Brand:** Leading to a Better Community  **Brand Anchors**:  Flexibility, Inclusion, Clarity | **Measures:**  1.Member Numbers  2.Member Satisfaction Rating  3.Service Hours and Fundraising $  4.Website hits  5.Social Media Connections |

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| **Service**  Inspire profile enhancing Service Projects |  | Support a Signature International Service project |  |  |
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| Facilitate the sharing of service project ideas |  |
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| **Marketing**  Enhance the flow of Altrusa information internally and with external parties | Enhance bi-directional flow of information within Altrusa |  |
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| Promote Altrusa to communities worldwide |  |
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| **Members**  Increase membership Numbers to XXX members by 2027 | Recruit & Retain a diverse membership |  |
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| **Leaders**  Create a pipeline of strong Altrusa Leaders | Develop leadership at all levels of Altrusa |  |
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| **Member Service**  Inform, Update and Educate members | Respond to member needs in a timely manner |  |
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