

**DISTRICT SEVEN STRATEGIC PLAN**  
**Updated May 2007**

**Mission statement:** District Seven provides community service, fosters international understanding, develops leadership and encourages fellowship by an international network of executives and professionals in diversified careers.

**Vision statement:** Reaching out to build their members and serve their communities.

Goal	Objective	Strategies	Action Steps	Timeline	Responsibility
I. Membership Growth	1. Maintain membership at no less than <b>960</b> for 2006-2008. 2. Increase the number of members in District Seven to <b>1,000</b> by the end of the biennium.	1. Provide membership workshops at conference. 2. Provide information on membership recruitment at club visits and in the District Service Bulletin (Channel Seven). 3. Encourage clubs to recognize years of membership. 4. Encourage clubs to participate in Add an Altrusan Day.	1. Assist clubs in sharing membership recruitment ideas. 2. Publish successful efforts in recruitment and retention in Channel Seven and on web page (altrusadistrictseven.com) 3. Provide ideas for Add an Altrusan Day.	1. Action steps to be completed by May 2008.	1. The District Governor and Channel Seven editor will be responsible for publishing successful recruitment and retention efforts. 2. District Board members will provide membership information and ideas when visiting clubs.

II. Club strength	1. Achieve <b>90%</b> of District Seven clubs at charter strength by 2008.	1. Provide grant opportunities for clubs under charter strength. 2 - 4. Strategies under membership growth.	1. Have grant funds in district budget. 2-3. Strategies under membership growth.	1. Action steps to be completed by May 2008.	1. District Governor, Board members and Channel seven editor to provide information to clubs.
Goal	Objective	Strategies	Action Steps	Timeline	Responsibility

<p>III a. Communication in community</p>	<p>1a. Create an awareness of Altrusa in our communities.</p>	<p>1a. Encourage clubs to participate in Make a Difference Day 2a. Encourage clubs to partner with other service organizations. 3a. Encourage clubs to build and use ABC boxes.</p>	<p>1a. Provide resource information on media exposure for clubs. 2a. Provide information on ABC boxes. 3a. Have a Share-a-media idea workshop at conference.</p>	<p>1a. Ongoing</p>	<p>1a. District Board 2a. Altrusans with media experience</p>
<p>----- b. Communication in District Seven</p>	<p>----- 1b. Keep current website.</p>	<p>----- 1b. Encourage clubs to use district website as a resource and to share ideas. 2b. Encourage members to receive Channel Seven online. 3b. Continue to mail Channel Seven to those who do not have computers.</p>	<p>----- 1b. Continue to update website. 2b. Retain webmaster. 3b. Send District mailings by internet to those who use computers. 4b, Remember that all members/local officers do not have/use e-mail.</p>	<p>----- 1b. Ongoing.</p>	<p>----- 1b. District Board 2b. Webmaster 3b. Channel Seven editor</p>

Goal	Objective	Strategies	Action Steps	Timeline	Responsibilities
IV. Awards and Reports	1. Increase the number of award entries by <b>50%</b> annually. 2. Increase the number of club activity reports by <b>50%</b> annually.	1. Provide assistance in submitting award entries. 2. Provide assistance in submitting club activity reports.	1. Offer help in submission of award entries and reports at new presidents' workshop at conference. 2. Provide ideas for award submission during club visits.	1. Ongoing	1. District Governor 2. District Board
V. Patriotism	1. Remind clubs that patriotism is part of Altrusa motto.	1. Encourage recitation of Pledge to Flag and Altrusa Collect at club meetings. 2. Encourage promotion of patriotic projects and other activities.	1. Recite Pledge to Flag and Altrusa Collect at conference. 2. Publish Collect on website and in newsletter. 3. Ask clubs to share ideas about patriotic activities.	1. Ongoing	1. District Board 2. Channel Seven editor 3. Local club representatives.

Goal	Objective	Strategies	Action Steps	Timeline	Responsibility
------	-----------	------------	--------------	----------	----------------

VI. Strategic plans	1. Encourage all clubs to have working strategic plans.	1. Offer support to clubs which do not have strategic plans. 2. Encourage clubs to continually update plan.	1. Provide a sample plan to those clubs which do not have plans. 2. Provide published information on strategic planning for non-profit organizations. 3. Give clubs an opportunity at conference to seek help/advice on planning. 4. Ask clubs to submit strategic plans to District planner.	1. Ongoing	1. District Board 2. District strategic planner
---------------------	---	--	--	------------	--