

**ALTRUSA INTERNATIONAL, INC.
LEADERSHIP DEVELOPMENT COMMITTEE**

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Strategic Planning In Your District

This letter marks the beginning of our communication with you regarding strategic planning. Let's begin with our plans. We are developing a section of the Altrusa International website to post quarterly Strategic Planning Information to assist you with your planning efforts across your District. In addition, we will be sending you tips and resources for potential District Newsletter articles via email. You might want to develop two Altrusa Strategic Planning emailing lists, one for all *District Strategic Planners* and one for all *Club Presidents in your District*. For the District list, use the emails included in our mailing. Get your District President's email list from your Governor. We will be requesting quarterly reports from you regarding the strategic planning efforts at the Club level.

We have developed a Strategic Planning (SP) Calendar to help you develop your own SP schedule with three columns. *Column A* deals with communication with the Clubs in your District. *Column B* refers to the quarterly reports to us and *Column C* deals with your District Service Bulletin. The surveys noted in column one can be conducted done via email and the responses transferred to the table on the SP report. See the Club level section of the outline below for tips on sending emails. Items that are **bolded** indicate **the necessary reports**. We want you to include information regarding your District strategic planning efforts as well. See the District level of the outline below for details. Adapt the District Service Bulletin dates to your own District schedule.

Thanks for your attention. Let us know if you need anything else.

2005-2006 Strategic Planning (SP) Calendars

A	B	C
Aug 5 (or so) Send introductory letter and survey to Clubs	Sep 5 Prepare and submit report to Betty Lawson	Oct 5 Report in District Service Bulletin
Nov 5 Monitor Club Progress survey	Dec 5 Prepare and submit report to Betty Lawson	Jan 5 Report in District Service Bulletin
Feb 5 Monitor Club Progress survey	Mar 5 Prepare and submit report to Betty Lawson	Apr 5 Report in District Service Bulletin
May 5 Monitor Club Progress survey	Jun 5 Prepare and submit final report to Betty Lawson	Jul 5 Report in District Service Bulletin

District Strategic Planning Committee Activities

I – District Level

- A. Should have an active District Strategic Plan (DSP)
- B. Share the DSP with Clubs in your District
- C. Work with District Board to plan the most efficient method of communicating with Clubs regarding strategic planning (SP)
 - 1. Board Members complete Club reports (see attached) during Club visits
 - a. Board Members keep one copy to share with the Board
 - b. Board Members immediately send another copy to the District Strategic Planning Chair)
 - 2. Submit one or more District Service Bulletin articles per year; perhaps resources for strategic planning or merely quarterly updates from reports sent to International Leadership Committee
- D. Hold a Strategic Planning Workshop at District Conference
 - 1. Use material provided by the Leadership Development Committee
 - 2. Ask other members to assist you.

II - Communication with every Club

- A. Establish the status of strategic planning for each Club
 - 1. Use a letter to each Club to gather information (see sample letter)
 - a. Introduce yourself and explain your role
 - b. Develop a plan for communication with that Club – who is responsible?
What would be best for that Club – a personal visit? A regional workshop? Periodic communication – monthly, quarterly? (See survey)
- B. Assist Clubs with strategic planning process
 - 1. Make individual Club visits if feasible
 - 2. Hold regional SP workshops with groups of Clubs that are located in close proximity

Club Strategic Planning Emailed Survey

(Just copy and paste in to an email to all Club Presidents)

Let me introduce myself. I am _____ (*insert your name*). I am the Strategic Planning Committee Chair for Altrusa District _____ (*insert your District #*). I am available to assist your Club with Strategic Planning. I need your assistance to complete a report I must send to the Altrusa International Leadership Development Committee every quarter. My first report is a Needs Assessment to identify the status of the strategic planning status of Clubs in our District. This report is due September 1. Once I have all the information from each Club, I may be asking someone from Clubs with highly developed Strategic Plans to join my Committee so we can assist other Clubs in the District with less developed plans.

I appreciate your timely completion of this quick survey. I will be contacting you directly three more times between now and July 1, 2006. The International folks want to track our progress. If you have any questions, please do not hesitate to contact me via email (*your email address*) or by phone (*your telephone*).

Thanks for your help.

(*Your signature*)
(*And contact information*)

_____ Club has a strategic plan.
____ yes ____ no ____ partially

If yes, when was it last revised (estimate if necessary) _____, 200__

If partially, what do you mean? _____

If no, what type of assistance (if any) would you like?

A Club visit to work on the plan ____ yes ____ no

Online assistance through email or a fax with a small group ____ yes ____ no

Receiving a copy of other Club strategic plans ____ yes ____ no

Contact person: _____

E-Mail: _____

Street Address, City State & Zip