

South Brunswick Islands Rotary Club
Strategic Plan

Vision Statement

The South Brunswick Islands Rotary Club is an organization of business and professional leaders, who support the Objects of Rotary and actively participates in the programs of Rotary International and our District 7730. We are a medium size Rotary Club and take pride in the camaraderie of our meetings and the involvement of the full membership. Our members are provided an opportunity to develop a business and social network through participation in community and international service.

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service.

SECOND: High ethical standards in business and professions, the recognition of worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society.

THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Internal and External Analysis

Strengths

Diversity
Orientation & Installation
Membership Talent
Strong Leadership
Great Programs
Excellent Meeting Place
Balance
High Level of Participation
Communications
Focus on Youth
Comradery

Weaknesses

Lack of identity

Foundation Sustaining Membership

Low level of fund raising (should be \$1,000 per member, is \$300)

Opportunities

To add additional skills and classification to the Club

To more thoroughly tap the skills of the retirement community

To draw people from other business and governmental organization not represented in the membership such as Brunswick County Government, the Hospital, and Brunswick Electric

Threats

Living in a coastal community we always need to be concern with natural disasters such as hurricanes

Economic turndown can threaten membership

Mission Statement

We build our Club around having great meetings which provide ample opportunity for camaraderie and informative programs. Our motivation comes through Rotary education and is demonstrated through both our local community and international projects. Our membership represents the complete cross section of our business and professional community, both in professions and skills. We continually strive for the full active participation of all our members in our projects, social activities and support of the Rotary Foundation.

Critical Goal Categories

Membership

The Rotary Foundation

Leadership Development

Fund Raising

Service

SBI Rotary Club Committee Mission Statements

Administration Committee

The Administration Committee's mission is to conduct activities associated with the effective operation of the club, thus, providing club members with opportunities to raise funds for its charitable giving and promote fellowship through its meetings and events.

Foundation Committee

The Foundation Committee's is to provide Foundation programs information to club members and to assist club member giving in order to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

Membership Committee

The Membership Committee's mission is to recruit, develop, and maintain quality members that reflect the leadership culture of the South Brunswick Islands, North Carolina.

Public Relations Committee

The Public Relations Committee's mission is to broaden awareness of Rotary and its mission. It will also provide each of the club's committees with the opportunity and media vehicles to promote their activities within the club and throughout the community.

Service Committee

The Service Committee's mission is to foster our humanitarian spirit and sense of community, both at home and abroad, by way of meaningful service projects. In doing so it offers opportunity for club members to maximize their time, talent and resources in service while building and strengthening relationship within Rotary and the community.

Revised 3/28/11