Vision Statement

A premier service club with strong diverse leaders of integrity, transforming lives locally and globally.

Mission Statement

To increase the impact of humanitarian services by supporting projects that bring lasting local and global change.

Goals and Objectives

These will guide our work as a club through existing and new opportunities, and special projects for service. In all activities we will be guided by the 4-Way Test of the things we think, say, and do.

Goal 1. Demonstrate "Service Above Self" with existing and new Committee work, and District and Global Grants

***Objective 1**:* Provide community and global organizations with financial and voluntary support relating to Rotary's seven areas of focus

Task 1: Continue and expand as feasible existing programs such as Rotary Youth Leadership Academy, Rookie Teacher of the Year, Polio Plus, the Rotary Foundation, the RCDW Foundation, Rotoract/Interact, Youth Exchange, Boys and Girls Home, Scholarships, Ambassadorial Scholars, and others as may appear.

Task 2: Successfully complete at least six project-based grants totaling between $10,000 and $15,000 for the purpose of local community impact during each year. One or more of these grants should demonstrate emphasis on the environment and/or DEI as these priorities support overall objectives of Rotary International (RI).

Task 3: Successfully complete at least one Global Grant in the amount of $5,000 to $10,000, addressing one of the Rotary International focus areas in a foreign country.

Goal 2. Support Education Improvements in Targeted Schools

Objective 1: Continue engagement with Williston Middle School and selected elementary schools on programs that contribute to a learning environment that is conducive to producing successful citizens.

Task 1: Support faculty in their efforts to teach, educate, and mentor students by placing Rotary volunteers in at least six elementary schools to assist students who are falling behind in their studies.

Task 2: Share Rotary members' STEM/STEAM expertise through speaking engagements or mentoring programs.
Task 3: Support initiatives that improve student proficiency and performance in all subjects.
Task 4: Incentivize and reward students through the implementation of a job shadowing program in local businesses, government offices, and the like.
Task 5: Initiate a mentoring circle — Rotarian-to-student and student-to-student.
Task 6: Establish a Speakers' Bureau for club members to present information to students about their profession and the skills needed to succeed.
Task 7: Increase member attendance at school events.
Task 8: Develop a scholarship or small stipend program for students who excel.

Objective 2*:* Explore opportunities to assist students in targeted schools who show the potential to excel; possibly partner with UNCW and CFCC in programs that will help in mentoring, tutoring, and interning.

Objective 3*:* Develop metrics to assess Rotary progress on this goal.

Goal 3. Increase and Strengthen our Membership

Objective 1: Improve retention of new members during the first four years of their membership
Task 1: Assign a club member to mentor each new member and create mentor guidelines; a mentor may be their sponsor.
Task 2: Conduct an orientation event for new members to get to know each other and help them sign up for committees once or twice a year.
Task 3: Revise the member application form to include a statement of why they want to join the club and their expectations, with specific areas of service they may be interested in, and what the club expects of them.
Task 4: Conduct exit interviews to determine reasons for leaving and if there are areas we could improve.
Task 5: Educate new members by paying for Rotary Leadership Institute in the first year of membership.
Task 6: Prioritize new member talks so that they are made soon after induction.
Task 7: Survey new members periodically in the first three years to determine their satisfaction with the club.

Objective 2: Continuously develop the club's leadership.
   Task 1: A minimum of 5 members attend the district leadership Institute each year.

Objective 3: Increase the diversity of our club membership to reflect our community.
   Task 1: Increase total membership by 5 to 10 members per year.
   Task 2: Encourage leadership by sectors of the club that historically have been under-represented in leadership positions.

Goal 4. Present Programs of Interest to All Rotarians Consistent with Our Vision, Mission and the 4-Way Test

Objective 1: For each weekly Rotary meeting, have a speaker to address the club in a way that keeps it engaged on various issues of interest to the community, with an emphasis on humanitarian needs and services.

Objective 2: Continue the traditional opening blessing, Pledge of Allegiance, Introduction of Guests, Health and Happiness, New Member Talk, and reciting the 4-Way Test.

Objective 3: Use Zoom to attract speakers that are not available to be physically present to speak.

Objective 4: Conduct surveys to reveal Club preference for speakers and to rate their performance.

Objective 5: Strive to have diverse speakers; e.g., speakers on matters outside our community. Look for new ideas and speakers in our community. Learn about fresh, new, interesting events and ideas.

Objective 6: Develop an Honor to recognize club member DEI accomplishments.

Goal 5. Increase our Fundraising

Objective 1: Strengthen club revenue through donations and direct fundraising events.
   Task 1: Increase giving by each year through a dedicated event and/or donations from a simple majority of members, so as to meet or exceed District 7730 goals of $125/per capita annually.
   Task 2: At least twenty five percent of the total should come from sources outside of membership.

Goal 6. Enhance Public Awareness

Objective 1: Enhance the value of our existing communications tools
Task 1: Update our website on a regular basis, as for example by incorporating social media activity automatically or by other means.
Task 2: Ensure that details about programs and guest speakers are posted on website at least six weeks in advance.
Task 3: Post prominent links to media coverage concerning recent speakers.
Task 4: Continue distributing our printed newsletter to members and its electronic edition for archives and media; create a distribution list to relevant contacts such as local news media; the district governor and district newsletter editor; the UNCW special collections library; and possibly other Area 3 club presidents; etc.
Task 5: Coordinate website content with the new Public Relations Committee.

Objective 2: Establish a strong presence in social media
Task 1: Ensure that the PR Committee and chair are actively taking responsibility for keeping social media updated.
Task 2: Report on speakers, service projects and other initiatives on our Facebook page and through our Facebook group, as well as establishing and regularly updating a presence on such platforms as Twitter and Instagram.

Objective 3: Increase our exposure in traditional and new media
Task 1: Cultivate good relationships with area media.
Task 2: Propose and/or submit major stories on local media two or three times per year.
Task 3: Alert media when we have especially newsworthy speakers, with a goal of getting such coverage at least twice a year.
Task 4: Regularly submit news releases about Club events and projects.

Objective 4: Ensure good communication among the club's leadership and committees
Task 1: Establish a mechanism for regular coordination between the Newsletter Committee and the PR Committee, which has a marketing orientation, especially using new media.
Task 2: Operate on the principle that multiple communication efforts operating in parallel can help advance the club's public outreach goals.