

Rotary E-Club of the Carolinas Vision 2024 - A Rotary Club of engaged, enthusiastic, service-driven Rotarians with a spirit of fun and fellowship who enjoy working together as they seek opportunities to serve their local and global communities, to grow Rotary membership in their club and their satellites and to lead the way in building effective virtual Rotary experiences.

To bring Vision 2024 to life, we must...

Attract and Retain Dynamic Members	Nurture and Grow our Service-Centric Culture	Build Members Rotary Giving Legacy	Become the Virtual Rotary Club of Choice
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...by achieving five objectives...through these action plans

O1: Enhance member Rotary experience	O2: Grow membership	O3: Expand our Service Agenda	O4: Optimize our Spirit of Giving	O5: Promote our Recognition & Reputation
Action Plan:	Action Plan:	Action Plan:	Action Plan:	Action Plan:
<ol style="list-style-type: none"> Reimagine Fellowship Hour Ask International Members to find best virtual options for international fellowship. Revamp the bi-monthly program/newsletter. Launch signature fundraiser Host a service-oriented all-club gathering. Determine fiscal feasibility of supporting RLI and Conference attendance. <p>Metrics:</p> <ul style="list-style-type: none"> Increased average fellowship attendance to 75% and all-club meeting to 50% Increase bi-monthly reading rate to an average of 85% 80% of members participate in a signature fundraiser Retain 95% of members 	<ol style="list-style-type: none"> Launch Discover Rotary events Assist the McCormick club to grow to 25 members Explore options for virtual, international satellite clubs Develop membership materials such as member business cards and club brochures Target young, diverse professionals Raise awareness within D7750 of the option for members leaving to join the E-Club Reach out to former E-Club & District members Reach out to at least one Rotaract and one Interact club <p>Metrics:</p> <ul style="list-style-type: none"> By yr end 21-22: 65 members (E-Club 40; McC.—25) 22-23—1 additional satellite club Decreased average age and increased diversity 	<ol style="list-style-type: none"> Add a key, signature service project to the individual service project agendas. Continue the club-sponsored service projects accomplished in the past. Work with members to develop individual service agendas Add a service element to the all-club gathering. <p>Metrics</p> <ul style="list-style-type: none"> 95% of members participate in a key, signature service project AND have individual service agendas 	<ol style="list-style-type: none"> Educate members about EREY and encourage annual donation. Continually inform members about the Annual Fund, Polio Plus and CART. Collect and pass along information to members about local and global needs, particularly those that result from catastrophic, unforeseen events. Determine possible options for a 2022 District Grant. Increase recognition of members reaching new giving levels. <p>Metrics:</p> <ul style="list-style-type: none"> Become an EREY club Meet Annual (\$6.5K), Polio Plus (\$1.6K) and CART (to be determined) 21-22 goals. Support global needs as needed. Submit a 2022 District Grant by 30 April 22. 	<ol style="list-style-type: none"> Determine Public Image and Marketing standards to guide the club Provide instruction for members who use social media about how to share club postings. Have a presence at the District Conference. Provide virtual and printed materials to members Increase use of Rotary Showcase Maintain currency of website Increase articles in the District Newsletter Benchmark against other RI E-Clubs Submit one article to <i>Rotary</i> magazine. <p>Metrics</p> <ul style="list-style-type: none"> Average of 15 guests attending Discover Rotary events Double FB members with matching number on Instagram 4 article published in D7750 Newsletter and 1 submitted to