

Rotary Club of Greenville Strategic Plan Executive Summary

RI Mission

Rotary is an organization of business and professional men and women united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary Club of Greenville Mission

The Rotary Club of Greenville is a premier service organization of Greenville's business and community leaders who:

- Make a meaningful humanitarian impact upon the Greenville community and the world**
- Promote high ethical standards**
- Promote international peace and understanding through the worldwide Rotary community**
- Develop business and personal relationships**
- Reflect the rich diversity of the Greenville community**

Objectives identified for our Rotary Club ranked in order of importance:

- 1. Develop Club Members into “Rotarians” (35)**
- 2. Ensure our Club Remains Relevant and Meaningful (30)**
- 3. Maintain a Healthy and Dynamic Level of Club Membership (27)**
- 4. Communicate Effectively with the Membership (27)**
- 5. Develop Club Leaders (25)**
- 6. Promote Awareness of Rotary in the Greenville Community (18)**
- 7. Interact and Partner with Other Metro Clubs (11)**
- 8. Engage our Club in International Service (7)**

Detail on these Objectives follows

Objective: Develop club members into Rotarians

What Does Success Look Like?

We develop Rotarians who understand, support and promote the Object of Rotary, who internalize the Four-Way Test, and who support both District and International activities and events.

Objective: Ensure our club remains relevant and meaningful

What Does Success Look Like?

We create relevant and meaningful experiences for the individual Rotarian, our club and the community. And we tell people about these experiences

Objective: Maintain a healthy and dynamic level of club membership

What Does Success Look Like?

We maintain a membership level of between 375 and 425 members who are excited about being Rotarians, regularly participate in club meetings and fellowship activities, and participate in club projects. Our membership is diverse in age, gender, race, religion and national origin, reflecting the diversity of the Greenville community.

Objective: Communicate effectively with the membership

What Does Success Look Like?

We enhance and improve member communication so that all of our members know about events, projects and accomplishments of the club.

Objective: Develop Club Leaders

What does success look like?

We have a ready and deep pool of qualified candidates for the board, president-elect and committee chairs. We maintain a succession plan for officer positions and Avenue of Service directors. We attract new members who are in leadership positions at work. Our members regularly participate in Rotary Leadership Institute classes.

Objective: Promote Awareness of Rotary in the Greenville Community

What Does Success Look Like?

The Greenville community develops a better appreciation for the Rotary Club of Greenville. The community understands what this club does and can better appreciate the club's contributions. Rotary becomes a recognized "brand" in Greenville.

Objective: Interact and partner with other Metro Clubs

What does success look like?

Our club is a recognized leader among the Rotary Clubs in our area and plays a leadership role in joint projects and programs. We maintain a Metro Club meeting schedule that all Metro Clubs can actively participate in. (a minimum of once a quarter) The meetings are scheduled at a time that avoids conflict with any regularly scheduled Rotary Club meeting.

There is one significant Metro Club project per year that all Metro Clubs actively take part in.

Objective: Engage our club in International Service

What Does Success Look Like?

Our members understand the international dimension of Rotary and enthusiastically participate in international projects. The Rotary Club of Greenville annually "adopts" an international project to fund or to actively participate in. Meaningful projects may end up being biennial efforts. The Twin Club relationship with Fukui, Japan may provide a good opportunity.