**Young Leaders**

1. **Rotaract clubs**

**How many new and existing Rotaract clubs will your club sponsor during the Rotary year?**

1. **Interact clubs**

**How many new and existing Interact clubs will your club sponsor during the Rotary year?**

1. **Inbound Youth Exchange students**

**How many Rotary Youth Exchange students will your club host during the Rotary year?**

1. **Outbound Youth Exchange students**

**How many Rotary Youth Exchange students will your club sponsor during the Rotary year?**

1. **RYLA participation**

**How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?**

**Public Image Goals**

1. **Strategic plan**

**Does your club have an up-to-date strategic plan?**

1. **Online presence**

**Does your club’s branding (promotional materials, website, social media accounts)  use current and correct Rotary logos and portray members as People of Action?**

1. **Social activities**

**How many social activities will your club hold outside of regular meetings during the Rotary year?**

1. **Update website and social media**

**During the Rotary year, how many times per month will your club's website and social media accounts be updated to reflect current activities and information of interest to the public?​**

1. **Media stories about club projects**

**How many media stories will cover your club's projects during the Rotary year?**

1. **Use of official Rotary promotional materials**

**Did your club use Rotary International’s promotional, advertising and public service materials (videos, social media graphics, digital banners, etc.) available in the Brand Center, to post/share content to promote Rotary in your community throughout the Rotary year?​**