

# CITATION GOALS AND INSTRUCTIONS



The Rotary Citation is an award that recognizes the hard work clubs do throughout the year. Taking action toward achieving the citation goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of \$0.00. Invoices are due when they are posted, in mid-January and mid-July.

Rotary club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central by 30 June.

Once you are in Rotary Club Central, navigate to the **Goal Center**, select the **year**, and click on the **All tab** to see the goals.

Goal	Goal Detail
#1	<b>ENHANCE PARTICIPANT ENGAGEMENT</b>
Service participation	How many members will participate in club service activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?

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Goal	Goal Detail
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District training participation	How many of your club's committee chairs will attend the district training assembly?
<b>#2</b>	<b>INCREASE OUR IMPACT</b>
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?
Service projects	How many service projects will your club complete during the Rotary year?
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually during the Rotary year?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?
<b>#3</b>	<b>EXPAND OUR REACH</b>
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Club membership	How many total members does your club want by the end of the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?

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<b>Goal</b>	<b>Goal Detail</b>
#4	<b>INCREASE OUR ABILITY TO ADAPT</b>
Strategic plan	Does your club have an up-to-date strategic plan?
Online presence	Does your club's online presence accurately reflect its current activities?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?
Review and Consider Updating your club Bylaws	Do your club bylaws reflect your members and other participants needs?