



Understanding the Rotary Citation 2020-21




The Rotary Citation for 2020-21 is substantially different in concept and process from prior Citations. It is not expected that there will be an "achievement guide" or "how-to" page on the Rotary.org website. This guide should provide a quick understanding of how to qualify for the Rotary Citation in 2020-21. Here are the important things to know:

- This Citation has **no fixed or minimum achievement criteria**.
- To qualify, your club must set and achieve its **own goals** in **13** of 25 Goal Categories (half of the categories).
You may select categories important to you and set your target level of achievement in each.
- Achievements in each category must be entered by the club in Rotary Club Central, except for Membership, Annual Fund and PolioPlus contributions which will be updated from Rotary.org data in real time.
- Set a goal in each of at least 13 categories - more categories if you wish (you only need to accomplish 13).
- Enter your club's accomplishments in Rotary Club Central by **June 30, 2021**. When you've achieved your goals in at least 13 categories you qualify for the Citation. **Important:** If you're counting on a Membership achievement, your membership must be sustained through June 30, 2021. A late termination or two sometimes trips clubs up.

----- Goal Entry Process -----

1. Start at Rotary.org/ClubCentral
2. Log in. If you're unable to log in, you may need to Create an Account in My Rotary - use the "REGISTER FOR AN ACCOUNT" button, follow the prompts and watch for a confirming email.
3. Click Goal Center on the left navigator:
4. Change the year at the top to 2020-21. You may need to click the "All" tab on the right. An editable list of all 25 available Goal Categories will open.
5. Check the Select Goal box for those you intend to pursue. Remember - you can choose as many Categories as you wish, of which you must achieve 13.
6. Note the "**Show goal details and history**" link - that provides data for prior years that will be helpful in arriving at realistic and achievable goals:

Club membership Show goal details and history	ACHIEVEMENT -	OF	GOAL -	SELECT GOAL <input checked="" type="checkbox"/>
	As Of 11-Feb-20		Enter Goal Value	

7. You do not have to enter all goals at once - take your time, click  before leaving.
8. Likewise, you can enter your achievements the same place, at any time prior to June 30, 2021.
9. Goals should be entered by July 1, 2020.

If you have questions, please contact your District Governor or Assistant Governor.

List of 25 Goal Categories is on Page 2.....

In most goal categories, the goal is a **quantity** to be achieved, comparing actual accomplishments to your goal.

1. **Club membership** - How many total members does your club want by the end of the Rotary year?
2. **Service participation** - How many members will participate in club service activities during the Rotary year?
3. **New member sponsorship** - How many members will sponsor a new club member during the Rotary year?
4. **Rotarian Action Group participation** - How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
5. **Leadership development participation** - How many members will participate in leadership development programs or activities during the Rotary year?
6. **District conference attendance** - How many members will attend your district conference?
7. **Rotary Fellowship participation** - How many club members will be members of a Rotary Fellowship during the Rotary year?
8. **District training participation** - How many of your club's committee chairs will attend the district training assembly?
9. **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? You can select your local Rotary currency for setting your goal and viewing progress.
10. **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? You can select your local Rotary currency for setting your goal and viewing progress.
11. **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?
12. **Bequest Society members** - During the Rotary year, 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?
13. **Benefactors** - During the Rotary year, 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?
14. **Service projects** - How many service projects will your club complete during the Rotary year? To track and report project details, such as contributions and volunteer hours, select Service Activities in the main menu.
15. **Rotaract clubs** - How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
16. **Interact clubs** - How many new and existing Interact clubs will your club sponsor during the Rotary year?
17. **Inbound Youth Exchange students** - How many inbound Rotary Youth Exchange students will your club host during the Rotary year?
18. **Outbound Youth Exchange students** - How many outbound Rotary Youth Exchange students will your club sponsor during the Rotary year?
19. **RYLA participation** - How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?
20. **Strategic plan** - Does your club have an up-to-date strategic plan? (Yes/No)
21. **Online presence** - Does your club's online presence accurately reflect its current activities? (Yes/No)
22. **Social activities** - How many social activities will your club hold outside of regular meetings during the Rotary year?
23. **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?
24. **Media stories about club projects** - How many media stories will cover your club's projects during the Rotary year?
25. **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? (Yes/No)