



## ROTARY SERVING HUMANITY

Rotary has been many things, to many people, in the last 111 years. Through Rotary, our members have found friends, community, and a sense of purpose; we've forged connections, advanced our careers, and had incredible experiences we couldn't have had anywhere else. Every week, in more than 34,000 clubs around the world, Rotarians come together to talk, laugh, and share ideas. But above all, we come together for one, overriding goal: service.

Service to humanity has been the cornerstone of Rotary since its earliest days, and has been its main purpose ever since. I believe that there is no better path to meaningful service today than Rotary membership; and no organization better placed to make a real and positive difference in our world. No other organization so effectively brings together committed, capable professionals in a wide variety of fields, and enables them to achieve ambitious goals. Through Rotary, we have the capacity, the network, and the knowledge to change the world: the only limits are the ones we place on ourselves.

Today, our organization is at a critical point: a historic juncture that will determine, in so many ways, what comes next. Together, we have provided extraordinary service to our world; tomorrow, our world will depend on us to do even more. Now is the time to capitalize on our success: as we complete the eradication of polio, and catapult Rotary forward, with determination and enthusiasm, to be an even greater force for good in the world.

Of the many lessons polio eradication has taught us, one of the most important is also one of the simplest: that if we want to bring all of Rotary forward, we've all got to be moving in the same direction. Continuity of leadership, at the club, district, and RI level, is the only way we will flourish, and achieve our full potential. It is not enough simply to bring in new members and form new clubs: our goal is not more Rotarians, but more Rotarians who can achieve more good Rotary work, and will become the Rotary leaders of tomorrow.

Near the end of his life, reflecting on the path that brought him to Rotary, Paul Harris wrote: "Individual effort may be turned to individual needs, but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation." He could hardly have imagined then that one day, more than 1.2 million Rotarians would be combining their efforts, and, through our Rotary Foundation, their resources, to serve humanity together. And we can only imagine what great deeds Paul Harris would have expected of such a Rotary! It is our responsibility to achieve those deeds; as it is our privilege to carry forth the tradition of *Rotary Serving Humanity*.

Sincerely,

John Germ  
President, Rotary International, 2016-17

## HOW TO QUALIFY

To qualify for the Presidential Citation, clubs must complete two mandatory activities and additional activities in several categories. Most activities will be verified automatically through RI's data. But some will be verified only by the information you enter in Rotary Club Central.

To more accurately capture your club's achievements, for the first time ever, clubs will have the entire Rotary year — from 1 July 2016 to 30 June 2017 — to achieve the Presidential Citation goals.

District governors will be able to track the progress of all of their clubs online, and I'm asking them to follow up with you regularly and support you in achieving these goals

### DISTRICT CITATION

I will also offer a special citation to districts that:

- Have at least 51 percent of clubs earn the Presidential Citation
- Contribute at least 20 percent of their District Designated Fund to PolioPlus
- Increase Annual Fund giving by 5 percent over last year's total
- Achieve a 3 percent increase in membership

Thank you in advance for your efforts this year to show *Rotary Serving Humanity*.

## PRESIDENTIAL THEME & CITATION



# ROTARY SERVING HUMANITY

**JOHN GERM**  
2016-17 President  
Rotary International



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## MANDATORY ACTIVITIES

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### Clubs must achieve both of the following goals:

- Set at least 10 goals in Rotary Club Central.
- Pay semiannual dues to RI on time in July and January. *Note: Verify your payment options on your club's invoice or by contacting your financial representative.*

## MEMBERSHIP ATTRACTION AND ENGAGEMENT

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Verify that all membership data reported through My Rotary or your data integration service provider is accurate by checking Club & Member Data under Club Administration in My Rotary. You can start tracking progress toward your retention goals in September.

### Clubs must achieve 2 of the following goals:

- Achieve a net gain in membership. Small clubs (up to 50 members) must achieve a net gain of at least one member; large clubs (51 or more members) must achieve a net gain of at least two members.
- Improve the member retention rate by at least 1 percent from last year, or maintain 100 percent retention.
- Induct new members under the age of 40. Clubs with up to 50 members must induct a minimum of two new members under age 40; clubs with 51 or more members must induct four. The new members must create profiles on My Rotary.

## FOUNDATION GIVING

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Giving and recognition data for your club and club members will be recorded in the contribution and recognition reports available to club officers in My Rotary. In celebration of our Foundation's centennial, several of these goals refer to the original donation of \$26.50 that started The Rotary Foundation in 1917. Additionally, \$536 is the approximate equivalent of \$26.50 today.

### Clubs must achieve 3 of the following goals:

- Support our Foundation with a contribution of at least \$536.
- Support our Foundation with a contribution of at least \$26.50 from each member.
- Attain at least \$2,650 in total giving to PolioPlus in honor of The Rotary Foundation centennial.
- Attain a minimum Annual Fund contribution of \$100 per capita.
- Attain a five-year high in total club giving to the Foundation (combined giving by all members under any designation, with a minimum contribution of \$26.50 per member) in honor of the Foundation's centennial.
- Increase the total number of Benefactors and Bequest Society members in the club by at least one.

## ONLINE TOOL ADOPTION

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All data for these goals will be automatically recorded when the actions are taken.

### Clubs must achieve 2 of the following goals:

- Have at least 50 percent of members identify their skills and interests in their My Rotary profiles, and unlock that section to make it visible on their public profiles.
- Post at least one initiative in Rotary Showcase.
- Post a project in need of assistance in Rotary Ideas or contribute to a project in Rotary Ideas.
- Have at least two members participate in discussion groups in My Rotary.

## HUMANITARIAN SERVICE

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### Clubs must achieve 3 of the following goals:

- Sponsor at least one Rotary Community Corps to enhance community engagement and ensure project sustainability. *Note: Your club's RCC must be certified with Rotary International. To ensure your status as an RCC sponsor or co-sponsor is recorded, your club president can check RI's records in Rotary Club Central Reports, and can contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org) to report any errors.*
- Ensure that at least one club member belongs to a Board-recognized Rotarian Action Group ([www.rotary.org/actiongroups](http://www.rotary.org/actiongroups)). *Report in Rotary Club Central.*
- Partner with the Foundation by sponsoring at least one project funded by a global grant or a district grant. *Note: Your club can contact your district to verify whether it is registered as a global grant sponsor or is listed as a district grant sponsor in the original spending plan submitted with your district's 2016-17 district grant application.*
- Have at least one club member attend a grant management seminar. *Report in Rotary Club Central.*
- Implement a project with one of Rotary's service partners. *Note: Rotary has several partners that work directly with clubs on projects. See a current list of service partners at [www.rotary.org/partners](http://www.rotary.org/partners). Report in Rotary Club Central.*
- Establish a partnership and conduct a project with one or more corporations, government entities, or nongovernmental organizations. *Report in Rotary Club Central.*
- Enhance a project's scope and visibility by partnering with at least five other Rotary clubs in your region. *Report in Rotary Club Central.*

## NEW GENERATIONS

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Your club's Rotaract or Interact club must be certified with Rotary International. To ensure that your status as a sponsor or co-sponsor is recorded, club presidents may confirm RI's records in Rotary Club Central Reports. Contact [rotaract@rotary.org](mailto:rotaract@rotary.org) or [interact@rotary.org](mailto:interact@rotary.org) to report any discrepancies.

### Clubs must achieve 3 of the following goals:

- Currently sponsor or co-sponsor a Rotaract club.
- Currently sponsor or co-sponsor a community-based Rotaract club.
- Currently sponsor or co-sponsor an Interact club.
- Have at least one club member mentor a Rotaractor or Interactor. *Report in Rotary Club Central.*
- Involve Rotaractors or Interactors in club projects and events. *Report in Rotary Club Central.*
- Sponsor or host at least one Rotary Youth Exchange student. *Report in Rotary Club Central.*
- Sponsor a participant in a RYLA event. *Report in Rotary Club Central.*

## PUBLIC IMAGE

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Clubs must report in Rotary Club Central.

### Clubs must achieve 1 of the following goals:

- Host an event to inform the community about Rotary and its Foundation's centennial. *Report in Rotary Club Central.*
- Get local media to cover an outstanding club project. *Report in Rotary Club Central.*
- Involve local media with at least one club event, project, or fundraiser. *Report in Rotary Club Central.*