

2019-2020 Rotary Club Citation

ROTARY CONNECTS THE WORLD
PRESIDENTIAL THEME AND ROTARY CITATION



Rotary is built on connection. When Paul Harris came to Chicago as a young lawyer, he formed Rotary for one compelling reason: to help him connect to others in a new city. More than a mere job, he knew a new professional network was key to his future. Today, his vision and network, most of which Paul Harris never dreamed, yet Rotary's ability to connect is remains undimmed — and unrivaled.

Through its diverse initiatives and structure, Rotary International provides a way to connect in our common lives. In our work, professionally, we build strong and lasting relationships. Our membership connects us to a global community through our countless projects and programs, our leadership in public service, and our work with one another through the United Nations. Our service connects us to people who share our values, who want to make a difference in a better world; it connects us to people who would never otherwise meet, who are more like us than we could have imagined, and it connects us to people who need our help, a knowledge we're glad to share and to use around the world.

As a new decade begins, we are shaping Rotary's future. In 2019-2020, Rotary will implement its new strategic plan, respond to the demands of the 21st century, and serve in our revitalized areas of focus. But the real work of shaping Rotary's future lies in our clubs, where our organization must do the most to adapt to today's changing realities.

While the club remains the core of the Rotary experience, we are sure to move creative and flexible in exploring what a club can be, how to connect — and even what can be considered a Rotary meeting. We need to be organized, strategic, and innovative in how we approach membership, fundraising, and other initiatives in our communities and forming new club models to attract and engage more — and more diverse — members.

Rotary is indeed a family. Yet, in the structure of membership or the formation of leadership, seem to place Rotary out of reach for today's younger professionals. Rotary needs to find ways to be more inclusive, to complement our family instead of competing with them. When our Rotary clubs are warm, welcoming places where service and family go hand in hand, we give our young professionals the opportunity to embrace Rotary service and model positive civic engagement. And when we make the expectations of Rotary offices realistic and manageable for busy professionals, we develop the skills and networks of a new generation of Rotarians — who will become Rotary leaders.

In 2019-2020, it will be our challenge to strengthen the many ways that Rotary Connects the World, building the connections that allow talented, thoughtful, and generous people to unite and take meaningful action through Rotary service.

Mark Daniel Maloney
Mark Daniel Maloney
President, Rotary International, 2019-2020

ROTARY'S VISION:
Together, we use a world of diverse people, skills and ideas to create lasting change — across the globe, in our communities, and in ourselves.

MARK DANIEL MALONEY
2019-20 President
Rotary International



ROTARY
CONNECTS
THE WORLD

Rotary 

One Rotary Center
1600 Sherman Avenue
Evanston, IL 60201-3066 USA
Rotary.org

Rotary 

The Rotary Club Citation recognizes Rotary clubs that support our strategic Priorities by completing certain activities.

Clubs have the entire Rotary Year to achieve the citation's goals.

Rotary can automatically verify many of your club's achievements as long as you keep your club and member information up-to-date in My Rotary.

To be eligible for the Rotary Club Citation, clubs need to begin the year as Active clubs that are in good standing and remain so throughout the year.

Achievements will be compared with membership figures from 1 July 2019 and will be recognized after the 1 July 2020 numbers are final, on 15 August 2020.

UNITE PEOPLE

Achieve at least 5 of the following goals:

- Appoint an active club membership committee comprised of no less than five members and report the chair to Rotary International
- Achieve a net gain in membership
- Maintain or improve your club's retention of current and new members:
 - Improve your club's retention rate by 1 percentage point or
 - If your club's retention rate was 90 percent or more in 2018-2019, maintain it
- Achieve a net gain in female members or members under the age of 40
- Conduct a study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community
- Sponsor or co-sponsor a new Rotary club or Rotary Community Corps
- Sponsor or co-sponsor an Interact or Rotaract club
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Sponsor a Youth Exchange student or RYLA participant

TAKE ACTION

Achieve at least 5 of the following goals:

- Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International
- Increase the number of members involved in service projects
- Contribute at least \$100 per capita to the Annual Fund of The Rotary Foundation
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus
- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary.org
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's and Rotary's story

2019-2020 Rotary Club Citation with Presidential Distinction

This year, clubs can receive the Rotary Club Citation with Presidential Distinction when they achieve the Rotary Club Citation plus one to three additional goals.

Achieve these goals in addition to earning the Rotary Club Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction.

- Connect leaders. Achieve a net gain of five or more members
- Connect families. Organize a family-oriented service project that connects families of your members, youth program participants, and others
- Connect professionally. Initiate or continue a leadership, personal, or professional development program to enhance members' skills
- Connect community. Show how your club's members are People of Action by promoting your club and its service activities on social media at least four times per month