



Dear Club Presidents:

This brochure describes the Presidential Citation program. Please use it to plan your clubs' activities for the 2015-16 Rotary year.

This year's Presidential Citation is somewhat

different from previous ones. In developing this program, I put a lot of thought into selecting goals that, if achieved, would be measurable by all of us and make Rotary demonstrably stronger, more effective at delivering service, and more widely known and respected by the general public.

To improve our capacity to accurately measure our goals, Rotary International has enhanced the tools we use to gather and analyze data. These improvements will allow all levels of Rotary — from the clubs all the way up through the district, zone, and international levels — to measure and assess their respective performance.

Thanks to these resources, we now have a paperless process that replaces the forms and reports clubs and district governors were required to submit in the past. Instead, we will verify all club achievements with the information your clubs provide in the Rotary International database.

To qualify for the Presidential Citation, your clubs must complete two mandatory activities and additional activities as described in each category. Some activities will be verified by the information you enter in Rotary Club Central, as noted in this brochure. Other activities will be verified automatically when you initiate a specific action.

Unless otherwise specified, all activities must be completed between 1 July 2015 and 1 April 2016. Your accomplishments will then be verified by Rotary International data.

As club president, it is your responsibility to regularly check your progress and verify the accuracy of RI's data. To help you with this, you will have the ability to track your club's' progress toward each of the citation's goals in real time by signing in to your My Rotary account. This functionality will be available on 1 July. Any discrepancies you find in RI's data should be brought to our attention immediately so they can be resolved before the deadline.

District governors will also be able to track the progress of all of their clubs in My Rotary. I am asking your district governors to follow up with you regularly and support you in achieving these goals. I will also challenge district governors to qualify for a District Governor's Citation program to promote districtwide achievement. Details on the criteria will be shared with them separately.

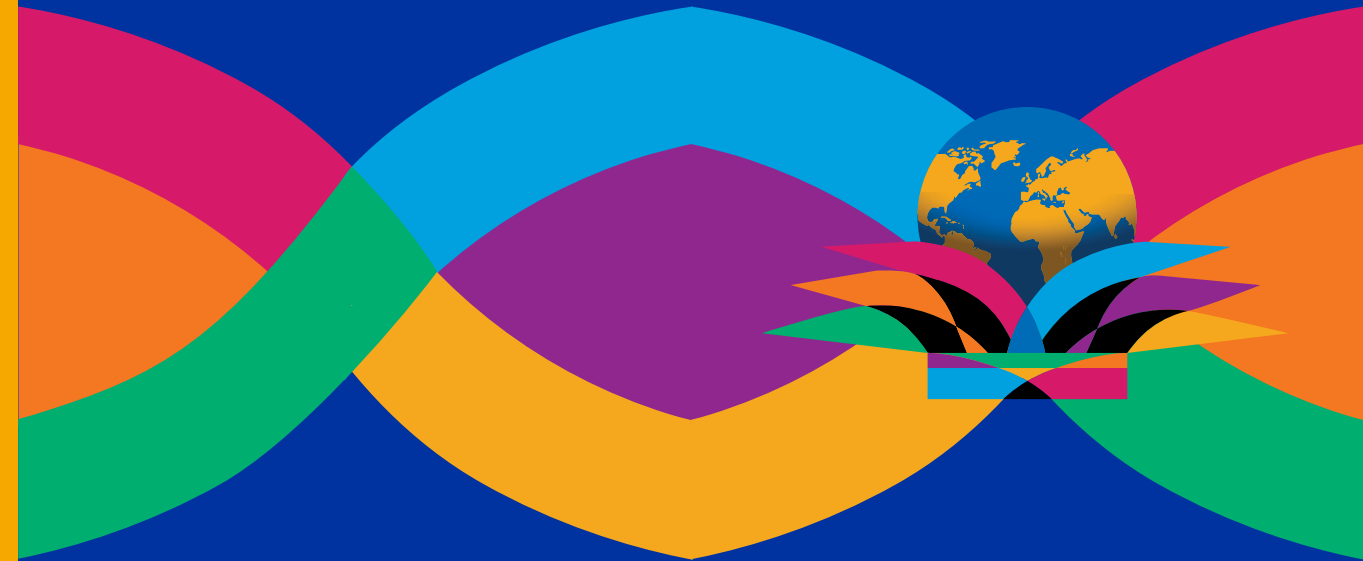
Thank you in advance for your efforts this year. Remember that your hard work will enable Rotary to make a significant difference in the lives of people all over the world.

Sincerely,

K.R. "Ravi" Ravindran  
President, Rotary International, 2015-16

## Presidential Citation

# Be a gift to the world



One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA  
[www.rotary.org](http://www.rotary.org)



**K.R. Ravindran**  
2015-16 President  
Rotary International

## MANDATORY ACTIVITIES

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- Set at least 15 goals in Rotary Club Central.
- Pay July semiannual dues to RI on time.  
Note: Verify your payment options on your club's invoice or by contacting your financial representative.

## MEMBERSHIP DEVELOPMENT AND RETENTION

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Your club will verify that all membership data reported through My Rotary or your data integration service provider is accurate by checking the Members in a Club report in Rotary Club Central.

### Clubs must achieve 3 of the following 4 goals:

- Achieve a net gain in membership. Small clubs (up to 49 members) must achieve a net gain of at least one member; large clubs (50 or more members) must achieve a net gain of at least two members.
- Achieve a net gain in female membership. Small clubs (up to 49 members) must achieve a net gain of at least one female member; large clubs (50 or more members) must achieve a net gain of at least two female members.
- Improve the member retention rate by at least 1 percent from last year.
- Increase new member sponsors by at least 1 percent from last year.

## FOUNDATION GIVING

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Your giving and recognition data for your club and club members will be recorded on the contribution and recognition reports available to club officers via My Rotary.

### Clubs must achieve 2 of the following 4 goals:

- Support our Foundation by contributing at least \$20.
- Attain a minimum Annual Fund contribution of \$100 per capita.
- Have at least 10 percent of club members enrolled in Rotary's recurring giving program, Rotary Direct. Or, if Rotary Direct is not available in your currency, increase the total number of Paul Harris Society members in the club by at least one.
- Increase the total number of Benefactors, Bequest Society members, or Paul Harris Fellows 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 undertaken.

### Clubs must achieve 2 of the following 4 goals:

- Have at least 50 percent of club members registered in My Rotary.
- Post at least one initiative on Rotary Showcase.
- Maintain a project in need of assistance on Rotary Ideas or contribute to a project on Rotary Ideas.
- Have at least two club members participate in Discussion Groups on My Rotary.

## HUMANITARIAN SERVICE

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### Clubs must achieve 3 of the following 7 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 that your status as an RCC sponsor or co-sponsor is recorded, your club president may confirm RI's records in Rotary Club Central Reports. Contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org) to report any discrepancies.
- Ensure that at least one club member belongs to a Board-recognized Rotarian Action Group ([www.rotary.org/actiongroups](http://www.rotary.org/actiongroups)). (Clubs must report in Rotary Club Central.)
- Have at least one club member attend a grant management seminar. (Clubs must report in Rotary Club Central.)

Note: Achievement of the following goals may relate to a single service project or multiple service projects.

- 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 2015-16 district grant application.
- Get 75 percent of club members involved in hands-on project participation. (Clubs must report in Rotary Club Central.)
- Establish partnerships with one or more corporate or government entities and conduct a project together. (Clubs must report in Rotary Club Central.)
- Enhance a project's scope and visibility by partnering with at least five other Rotary clubs in your region. (Clubs must 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 2 of the following 4 goals:

- Currently sponsor or co-sponsor a Rotaract club.
- Currently sponsor a community-based Rotaract club.
- Currently sponsor or co-sponsor an Interact club.
- Have at least three club members mentor a Rotaractor or Interactor. (Clubs must report in Rotary Club Central.)

## PUBLIC IMAGE

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### Clubs must achieve 1 of the following 2 goals:

- Update club website and social media using Rotary's visual identity guidelines (visit the Brand Center at [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter)). (Clubs must report in Rotary Club Central.)
- Update club brochure and newsletter using Rotary's visual identity guidelines (visit the Brand Center at [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter)). (Clubs must report in Rotary Club Central.)