



## GOALS: Rotary Year 2015-2016

- Our Goals
- Presidential Citation



**Our Own Goals**

# **MEMBERSHIP**

**Pub Image-Soc Media-Tech**

**Have a Lot of Fun!**

**ID & Eliminate Barriers**

**Rotary Means Business**

**Other Worthy Goals?**



## Presidential Citation

### MANDATORY ACTIVITIES:

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- ❖ Set at least 15 goals in Rotary Club Central.
- ❖ Pay July semiannual dues to RI on time.



## Membership Development & Retention

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

- ❖ **Achieve a net gain in membership of 2.**
- ❖ **Achieve a net gain of 2 in 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

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

- ❖ Support 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 the recurring giving program, Rotary Direct.
- ❖ Increase the total number of Benefactors, Bequest Society members, or Paul Harris Fellows in the club by at least one.



## Online Tool Adoption

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

Clubs must achieve **3** of the following **7** goals:

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- ❖ Sponsor at least one Rotary Community Corps to enhance community engagement and ensure project sustainability.
- ❖ Ensure that at least one club member belongs to a Board-recognized Rotarian Action Group
- ❖ Have at least one club member attend a grant management seminar.

## Humanitarian Service

Clubs must achieve **3** of the following **7** goals (continued):

*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.
- ❖ Get 75 percent of club members involved in hands-on project participation
- ❖ Establish partnerships with one or more corporate or government entities and conduct a project together.
- ❖ Enhance a project's scope and visibility by partnering with at least five other Rotary clubs in your region.



## New Generations

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

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- ❖ 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.

## Public Image

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

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- ❖ 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)*).
- ❖ 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)*).

*Thank you!*



## Rotary Lifecycle Involvement

**Fellowship  
Advisor &  
Financial  
Supporter**

**Service Projects  
Leadership**

**Business  
Builder  
Networker**

