

# Rotary Club Central Explained

## 2020-21 Goals & Citation

### This Worksheet & How to Use It

This worksheet will help you and your club to set goals for 2020-21, to involve board members and committee chairs in planning, and conduct monthly or quarterly follow up sessions with club leadership to assess progress toward achieving those goals. In 2020-21, it's also easier to set, track and achieve Citation goals as Rotary Club Central and the Citation is fully integrated.

### Citation

Rotary club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking "achieved" in Rotary Club Central. To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals): we challenge you to select more than 13!
- Achieve those goals
- Report achievement in Rotary Club Central

### How to Find Rotary Club Central at [www.Rotary.org](http://www.Rotary.org)

**Log into MyRotary** (using your Rotary.org log in and PW) and **select Rotary Club Central**. Click **Goal Center** (left navigation bar), **choose 2020-21** year in the center section using the arrow, and **click on the relevant tab** to see and set the goals under each of the topics as listed on the following pages. Below are the goals for the 2020-21 Rotary year. Need help? Get in touch with your Assistant Governor.

Topic	Detail	Goal	Actual	Citation Goal	Achieved
<b>Membership &amp; Engagement</b>					
▪ Club membership	How many total members does your club want by the end of the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
▪ Service participation	How many members will participate in club service activities during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
▪ New member sponsorship	How many members will sponsor a new club member during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>

Topic	Detail	Goal	Actual	Citation Goal	Achieved
▪ Rotarian Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
▪ Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
▪ District conference attendance	How many members will attend your district conference?			<input type="checkbox"/>	<input type="checkbox"/>
▪ Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
▪ District training participation	How many of your club's committee chairs will attend the district training assembly?			<input type="checkbox"/>	<input type="checkbox"/>
<b>Rotary Foundation Giving</b>					
▪ 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?			<input type="checkbox"/>	<input type="checkbox"/>
▪ 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?			<input type="checkbox"/>	<input type="checkbox"/>
▪ 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?			<input type="checkbox"/>	<input type="checkbox"/>
▪ 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?			<input type="checkbox"/>	<input type="checkbox"/>
▪ 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?			<input type="checkbox"/>	<input type="checkbox"/>

Topic	Detail	Goal	Actual	Citation Goal	Achieved
<b>Service</b>					
<ul style="list-style-type: none"> <li>▪ Service projects</li> </ul>	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.			<input type="checkbox"/>	<input type="checkbox"/>
<b>Young Leaders</b>					
<ul style="list-style-type: none"> <li>▪ Rotaract clubs</li> </ul>	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Interact clubs</li> </ul>	How many new and existing Interact clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Inbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club host during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Outbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ RYLA participation</li> </ul>	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<b>Public Image</b>					
<ul style="list-style-type: none"> <li>▪ Strategic plan</li> </ul>	Does your club have an up-to-date strategic plan?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Online presence</li> </ul>	Does your club's online presence accurately reflect its current activities?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Social activities</li> </ul>	How many social activities will your club hold outside of regular meetings during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Update website and social media</li> </ul>	During the Rotary year, how many times per month will your club's website or social media accounts be updated?			<input type="checkbox"/>	<input type="checkbox"/>

Topic	Detail	Goal	Actual	Citation Goal	Achieved
<b>Public Image</b> (con't)					
<ul style="list-style-type: none"> <li>▪ Media stories about club projects</li> </ul>	How many media stories will cover your club's projects during the Rotary year?			<input type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> <li>▪ Use of official Rotary promotional materials</li> </ul>	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?			<input type="checkbox"/>	<input type="checkbox"/>