



Rotary Club Central for Presidents

Heartland PEELS 2026

ROTARY CLUB CENTRAL

What we'll cover:

- How to create a My.Rotary account
- Where to find Rotary Club Central
- How to set goals
- How to view trends
- How to run reports
- Resources

ROTARY CLUB CENTRAL

What we'll cover:

- Club Excellence Award
- Brand Center
- Membership Materials
- Action Plan
- Learning Center
- Donate
- Prospective Membership Management

MY.ROTARY

[Rotary.org](#) [Brand Center](#) [English](#) [Sign In](#) | [Register](#)

Rotary  | My Rotary

[Donate](#)

[Get Involved](#)



Welcome to My Rotary

Sign in or register to access your personalized My Rotary portal.

[Sign in](#) or [Register](#)

Sign in for easy access to resources

MY.ROTARY

My Rotary - Create an Account | My Rotary

Rotary.org  Brand Center  English  Sign In | Register

Rotary  My Rotary

Donate

Get Involved



Create an Account

Already have a My Rotary Account? [SIGN IN >](#)

First name*

Last name*

Email*

Are you 18 years or older?*

Yes

No

ACCESSING ROTARY CLUB CENTRAL

The screenshot shows the my.rotary.org website. At the top, there is a browser address bar with the URL https://my.rotary.org/en/. Below the address bar, there are several tabs open, including 'Accept Credit Cards...', 'District 5710 - Hom...', 'Rotary', 'Facebook', 'Files - Dropbox', 'Outlook.com - Micr...', 'Video Conferencing...', and 'Free stock photos ...'. The main navigation bar includes links for 'Rotary.org', 'Brand Center', 'English', and 'My Account'. Below this, there is a 'Rotary' logo and a 'My Rotary' link. To the right, there are 'Donate' and 'Refer' buttons, and a search icon. The main navigation menu is highlighted, with 'My Rotary' circled in orange. Below the navigation menu, there is a grid of resources. The 'My Rotary' section is circled in orange, and the 'Rotary Club Central' link is also circled in orange. To the right, there is a photo of a man and a woman, with a 'Rotary Club Central' link below it.

Rotary.org | Brand Center | English | My Account

Rotary | My Rotary

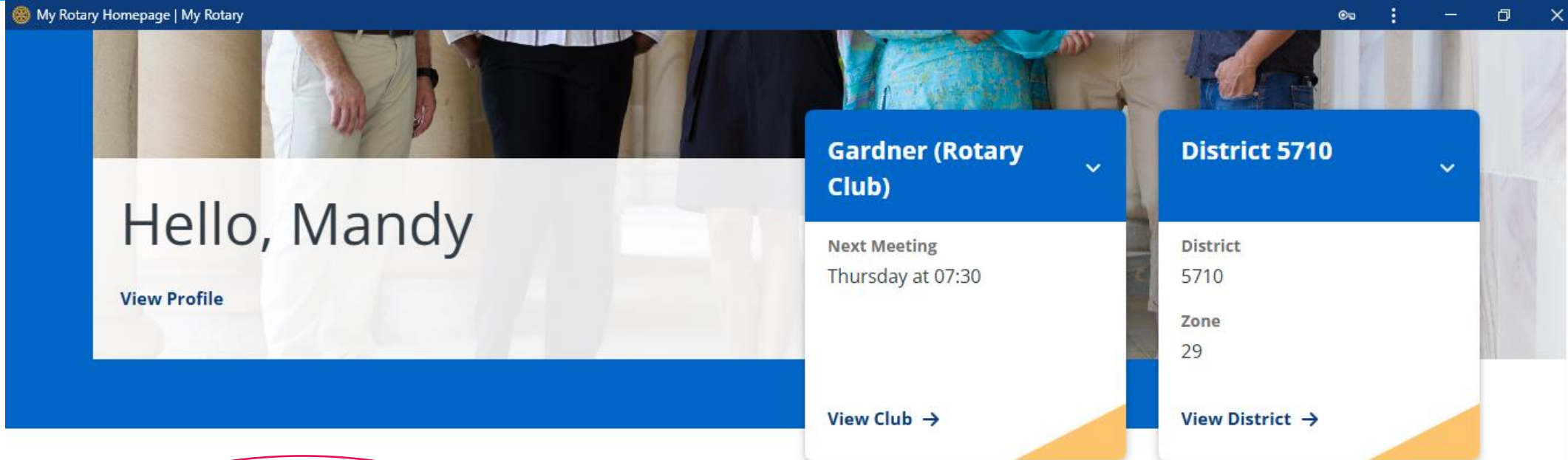
Donate | Refer

My Rotary | Participate | Events & Connections | Knowledge & Resources | Who We Are

- Club
 - Gardner (Rotary Club)
 - Change or Rejoin Club
 - Club Resources
 - View All Clubs
- Membership and Foundation Reports
 - Rotary Club Central
 - Refer a New Member
- Travel and Expenses
 - Awards & Recognition
 - Awards
 - Membership Society
 - Rotary Citation
- Community Marketplace
 - Club Management Systems & Providers
 - Official Rotary Apps
 - Marketplace Resources

Rotary Club Central

ACCESSING ROTARY CLUB CENTRAL



My Rotary Homepage | My Rotary

Hello, Mandy

[View Profile](#)

Gardner (Rotary Club) ▾

Next Meeting
Thursday at 07:30

[View Club →](#)

District 5710 ▾

District
5710

Zone
29

[View District →](#)

Rotary Club Central »

Set club goals and track how you're doing. Monitor your progress with detailed reports.

Grant Center »

Launch and manage all your Rotary Foundation grants in one place.










Membership and Foundation Reports »

Find reports with data about membership, contributions, recognition, and more.

Manage Prospective Members »

Learning Center »

Service Project Center »

-  **Club Goals**
-  Global Summary 
-  Trends 
-  Service Projects
-  Resources
-  Reports
-  Contact Us

Club Goals

Choose and set the goals your club will focus on and track progress.

[Learn how to set and track your club's goals](#)

View District: **All Districts**  Club: **All Clubs** 

Rotary Club of **Gardner**

 2024-25 

• • •

1 goal achieved of 18 selected

 PRINT

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

 EDIT

The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

Who can set and manage goals in Rotary Club Central?

Reported club officer positions including **presidents, vice presidents, secretaries, treasurers, and club administration, membership, public image, service project, and Rotary Foundation committee chairs**, learning facilitators, and the district executive secretary/director. If a club leader does not have the ability to set goals in Rotary Club Central, it might be that their [leadership role hasn't been reported](#) in My Rotary.

PRIORITY GOALS

2025-26 Gardner Goals

Club Goals

Global Summary

Trends

Service Projects

Resources

Reports

Contact Us

Sort selected goals

★ Priority Goals

Club membership ★ Priority

Show goal details and history

ACHIEVEMENT

-

OF

GOAL

-

SELECT GOAL

As Of 4-Jan-25

Enter Goal Value

Strategic plan ★ Priority

Show goal details and history

ACHIEVEMENT

NO/YES

SELECT GOAL

Service participation ★ Priority

Show goal details and history

ACHIEVEMENT

-

OF

GOAL

-

SELECT GOAL

Enter Goal Value

Rotary has identified Priority Goals of Membership, Strategic Plan, Service Participation, Annual Fund Contributions, Polio Plus Contributions and Benefactors

HOW TO SET A GOAL

The screenshot displays the Rotary Club Central interface. On the left is a dark sidebar with navigation options: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area shows the Rotary Club of Gardne header, a year selector for 2024-25, and a 'PRINT' button. A blue callout box with a black border points to the year selector and the 'EDIT' button, containing the text: "Make sure you have selected the correct year, and you see the Edit Button." Below this is a section for "All Goals" with tabs for "Enhance Participant Engagement", "Increase our Impact", "Expand Our Reach", and "Increase Our Ability to Adapt". A grey box contains an "EDIT" button and the text: "The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT." The "Priority Goals" section features a table with the following data:

	ACHIEVEMENT		GOAL
Club membership ★ Priority	47	OF	50
	As Of 6-Jan-25		
Service participation ★ Priority	ACHIEVEMENT		GOAL

Check the box to select the goal, then set the goal value.

2024-25 Gardner Goals

- Club Goals
- Global Summary
- Trends
- Service Projects
- Resources
- Reports
- Contact Us

PolioPlus Fund contributions

★ Priority

[Show goal details and history](#)

ACHIEVEMENT (USD)

2,620

As Of 6-Jan-25

OF

GOAL (USD)

3,000

SELECT GOAL



Benefactors

★ Priority

[Show goal details and history](#)

ACHIEVEMENT

0

As Of 6-Jan-25

OF

GOAL

-

SELECT GOAL



select goal

Other Goals

Social activities

[Show goal details and history](#)

ACHIEVEMENT

-

OF

GOAL

6

SELECT GOAL



Service projects

ACHIEVEMENT

0

OF

GOAL

6

SELECT GOAL



Rotary Club of **Gardner**

< 2024-25 >

•••••

1 goal achieved of 18 selected

 PRINT

Be sure to click Save after you have set your goals.

All Goals Enhance Participant Engag

ase Our Ability to Adapt

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals 

★ Priority Goals

Club membership ★ Priority

[Show goal details and history](#)

ACHIEVEMENT

47

As Of 6-Jan-25

OF

GOAL

50

SELECT GOAL

ACHIEVEMENT

SELECT GOAL

Strategic plan ★ Priority

REPORTING PROGRESS ON GOALS

Rotary Club Central

English Mandy Sheldon

Rotary Club of Gardne

< 2024-25 >

1 goal achieved of 18 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

EDIT The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

★ Priority Goals



	ACHIEVEMENT	OF	GOAL
Club membership ★ Priority	47		50
	As Of 6-Jan-25		
Service participation ★ Priority			

Make sure you have selected the correct year, and you see the Edit Button.


Find the goal you want to update and enter the number in the Achievement Box


2024-25 Gardner Goals

Club Goals


 Global Summary 

 Trends 

 Service Projects

 Resources

 Reports

 Contact Us

District conference attendance

[Show goal details and history](#)

ACHIEVEMENT

OF

GOAL

SELECT GOAL



Inbound Youth Exchange students

[Show goal details and history](#)

ACHIEVEMENT

OF

GOAL

SELECT GOAL



RYLA participation

[Show goal details and history](#)

ACHIEVEMENT

OF

GOAL

Enter Goal Value

SELECT GOAL



Use of official Rotary promotional materials

[Show goal details and history](#)

ACHIEVEMENT

NO/YES

SELECT GOAL



Rotary Club of Gardner

< 2024-25 >

PRINT

1 goal achieved of 18 selected

Be sure to click Save after you have entered your achievement.

All Goals Enhance Participant Engag

ase Our Ability to Adapt

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals

★ Priority Goals

Club membership ★ Priority


Show goal details and history



ACHIEVEMENT	OF	GOAL	SELECT GOAL
47		50	<input checked="" type="checkbox"/>
As Of 6-Jan-25			

Strategic plan ★ Priority

ACHIEVEMENT SELECT GOAL

VIEW TRENDS

 Club Goals

 Global Summary 

 Trends 


Worldwide


Zone/Region

District

Club Group

Club


 Service Projects

 Resources

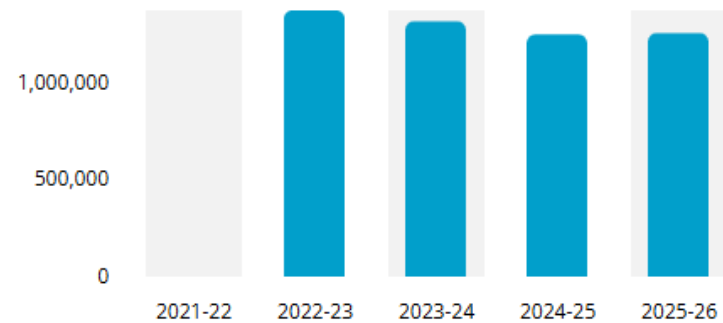
Trends

Explore data and trends related to club goals.

Worldwide

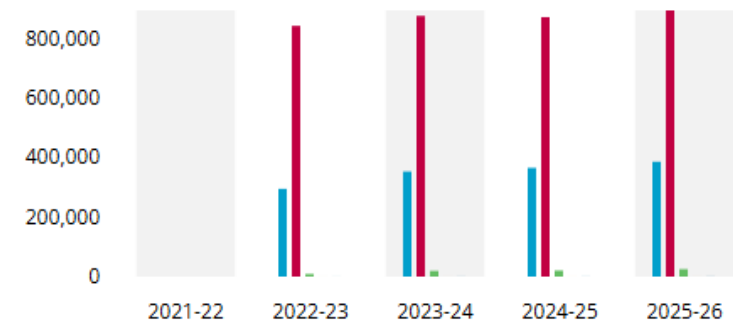
View Club Type: **All** 

Membership Trends



	2021-22	2022-23	2023-24	2024-25	2025-26
● July 1	-	1.37m	1.32m	1.25m	1.26m

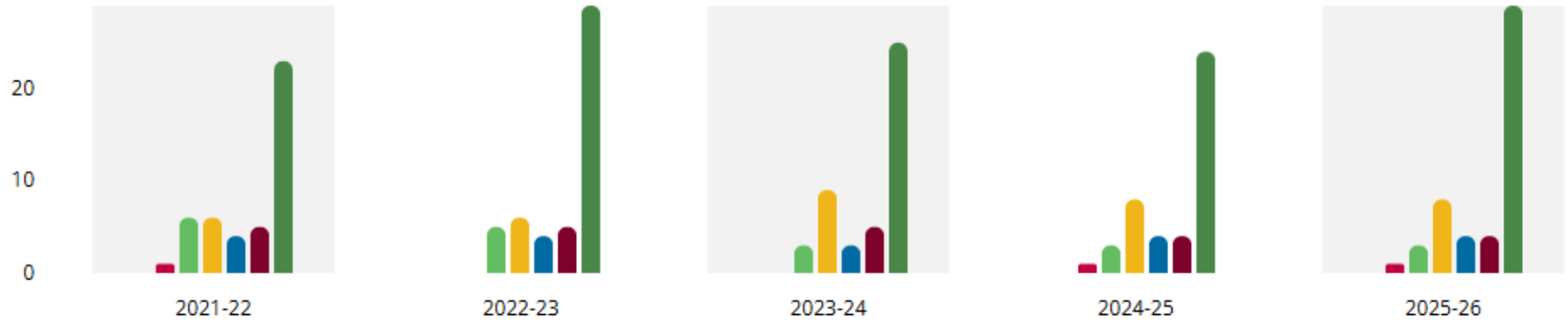
Gender Trends



	2021-22	2022-23	2023-24	2024-25	2025-26
● Female	0	295.16k	353.46k	365.75k	386.38k

- Club Goals
- Global Summary
- Trends**
- Worldwide
- Zone/Region
- District
- Club Group
- Club**
- Service Projects
- Resources



Age Trends




	2021-22	2022-23	2023-24	2024-25	2025-26
29 and Under	0	0	0	0	0
30-39	1	0	0	1	1
40-49	6	5	3	3	3
50-59	6	6	9	8	8
60-69	4	4	3	4	4
70 and Over	5	5	5	4	4
Unreported	23	29	25	24	29


REPORTS

 Club Goals


 Global Summary 

 Trends 

 Service Projects

 Resources

 **Reports**

 Contact Us

Reports

These reports provide context for your goals and activities. Browse club, district, and regional reports to learn more about membership and engagement, service, and Foundation giving.

Members & Engagement Rotary Foundation Giving Service

Club Reports

REPORT

[Club Growth](#)

[Club Membership Profile](#)

[Listing of Sponsored and Satellite clubs](#)

[Member Viability and Growth](#)

[Members in a Club](#)

membership and engagement, service, and Foundation giving.

Members & Engagement

Rotary Foundation Giving

Service

Club Reports

REPORT

[Paul Harris Fellow and Benefactor Report](#)


[Club Recognition Summary](#)



[Club Foundation Banner Report](#)

[Major Donor, Arch C. Klumph Society, and Bequest Report](#)


[Club Fundraising Analysis](#)


[Paul Harris Society Report](#)

 Club Goals


 Global Summary 

 Trends 

 Service Projects

 Resources

 **Reports**

 Contact Us

membership and engagement, service, and Foundation giving.

Members & Engagement Rotary Foundation Giving **Service**

Club Reports










REPORT

[Goal History by Club](#)


[Service Activity by Club](#)



[List of Rotary Community Corps](#)

District Reports


-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  Resources
-  **Reports**
-  Contact Us

RESOURCES

 Club Goals


 Global Summary 

 Trends 

 Service Projects

 **Resources**

 Reports

 Contact Us










Resources

General Resources

RESOURCE	DESCRIPTION
How to Set a Goal in Rotary Club Central	A step-by-step visual guide to selecting and setting a goal in the Rotary Club Central tool for club officers
How to Report Progress on Goals in Rotary Club Central	A step-by-step visual guide to updating goals with progress and achievements in the Rotary Club Central Tool for club officers
How to View Information in Rotary Club Central	A step-by-step visual guide to using features within the Rotary Club Central tool and viewing data at various levels for Rotarians










Membership Resources

RESOURCE	DESCRIPTION
----------	-------------

-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  **Resources**
-  Reports
-  Contact Us

Membership Resources










RESOURCE	DESCRIPTION
Rotary Club Health Check (PDF)	Evaluate the health of your club and identify strengths and opportunities for improvement.
Membership Assessment Tools (PDF)	Understand the similarities between your club and community to recruit and retain members.
Strengthening Your Membership: Creating Your Membership Development Plan (PDF)	Develop a plan to recruit, engage, and retain members.
Connect to Membership Leads (PDF)	Manage membership leads for your club or district.
Club Flexibility	Understand how the most recent Council on Legislation flexibility measures can help your club thrive.

-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  **Resources**
-  Reports
-  Contact Us

Young Leaders Resources

RESOURCE	DESCRIPTION
Youth Exchange	Learn more about Youth Exchange and how to get your club involved.
Rotaract and Interact	Understand how your club can get involved with Rotaract and Interact.
Empower Leaders	Find new ways to engage young leaders in your community.
Organize a RYLA event	Learn more about what goes into organizing a Rotary Youth Leadership Awards program.










Service Resources

-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  **Resources**
-  Reports
-  Contact Us

program.


Service Resources



RESOURCE	DESCRIPTION
Lifecycle of a Project	Learn about the steps that make a project successful and the tools available to help you do it.
Engage Members	Understand Rotary's history of service and various opportunities for your club to engage.
District and Global Grants	Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.
Rotary's Areas of Focus	Learn about the different kinds of grants that The Rotary Foundation offers and how to apply.
Community Assessment Tools (PDF)	Evaluate your community's needs so your club can plan effective, meaningful projects.

-  Club Goals
-  Global Summary 
-  Trends 
-  Service Projects
-  **Resources**
-  Reports
-  Contact Us


Foundation Giving Resources

RESOURCE	DESCRIPTION
End Polio Now	Learn more about Rotary's fight to eradicate polio worldwide.
The Rotary Foundation Reference Guide (PDF)	Learn more about the Foundation's history and its efforts to improve the world.
Rotary Foundation Facts (PDF)	Get a snapshot of the Foundation's impact in 2019.
Paul Harris Society (PDF)	Learn more about the Paul Harris Society and how to encourage giving.

 Club Goals


 Global Summary 

 Trends 

 Service Projects

 **Resources**

 Reports

 Contact Us

[Paul Harris Society \(PDF\)](#)

Learn more about the Paul Harris Society and how to encourage giving.

Public Image Resources

RESOURCE	DESCRIPTION
Brand Center	The Brand Center has the digital resources clubs need to create communications that are effective and consistent with Rotary's image. Here you can find the Rotary club brochure template, press release designs, and other resources.



Club Excellence Award Resources

RESOURCE	DESCRIPTION
Club Excellence Award Webpage	Learn more about the Club Excellence Award and download a copy of the brochure.

CLUB EXCELLENCE AWARD

To achieve the Club Excellence Award:

1. Go to [Rotary Club Central](#)
2. Review the available goals
3. Set at least half of the available goals
4. Achieve those goals
5. Report achievement in Rotary Club Central by 30 June.
6. Pay club invoices in full upon receipt

[My Rotary](#)[Donate](#)[Refer](#)[My Rotary](#) [Participate](#) [Events & Connections](#) [Knowledge & Resources](#) [Who We Are](#) 

Club Excellence Award

The Club Excellence awards, formerly the Rotary Citation awards recognize clubs that achieve specific goals throughout the year, such as increasing their membership, engaging members in sustainable service projects, giving to The Rotary Foundation, building awareness of Rotary in your community, and having an up-to-date strategic plan. When clubs achieve these goals, they contribute to Rotary's overall health and culture for generations to come.

Rotary and Rotaract Club Excellence Awards

Rotary and Rotaract clubs can find their [goals](#) in [Rotary Club Central](#). To achieve the Club Excellence Award, review all the available goals, select at least half of them, achieve those goals, and report your achievement in Rotary Club Central.

To receive an award, the sponsor Rotary club's president completes the [online nomination form](#) by 15 August to access and complete the downloadable certificate template before presenting it to the Interact club. For Interact clubs with more than one sponsor club, only one nomination should be submitted for any given Interact club.

Only clubs with an active charter with Rotary International are eligible for the award. Rotarians can check the Listing of Club-Sponsored Organizations in [Rotary Club Central](#) to confirm that an Interact club is active.

**** TIP – Download this document.**

Resources and reference

- [Club Excellence Goals and Instructions for Rotary and Rotaract Clubs](#) (PDF)
- [Club Excellence Goals and Instructions for Interact Clubs](#) (PDF)
- [Club Excellence Award Frequently Asked Questions](#) (PDF)
- [How to create a My Rotary account](#) (PDF)
- [How to Update Interact Club Information](#) (PDF)

Rotary support

Questions? Write to rotarysupportcenter@rotary.org

Enhance Participant Engagement	
Goal	Description
Service participation	How many members will participate in club service activities during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District conference attendance	How many members will attend your district conference?
District training participation	How many of your club's leaders will attend a learning event to prepare for their role
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Use of official Rotary promotional materials	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?

Increase our Impact	
Goal	Description
Service Projects	How many service projects will your club complete during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually or in person during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually or in person during the Rotary year? ¹
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?
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?
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?
Bequest Society members	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?
Benefactors	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?

Expand our Reach	
Goal	Description
Club membership	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLEA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

Increase Our Ability to Adapt

Goal	Description
Strategic plan	Does your club have an up-to-date strategic plan?
Review club bylaws	Do your club bylaws reflect your members and other participants needs?
Online presence	Does your club's online presence accurately reflect its current activities?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?

BRAND CENTER






Rotary.org  Brand Center   English   My Account 

Rotary  | My Rotary

Donate

Refer



My Rotary  Participate  Events & Connections  Knowledge & Resources  Who We Are 

Resources & References

Rotary Grants

Resources by Role

Membership Materials

Club and District
Administration


District Committees

Fundraising

Youth Protection

View All


Rotary Tools

Rotary Club Central 


Service Project Center 

Brand Center 

Raise for Rotary 

Learning Center 

Webinars

Grant Center 

Official Rotary Apps

Licensed Vendors



Learning Center

Build new skills with online courses and materials.

BRAND CENTER

HOME

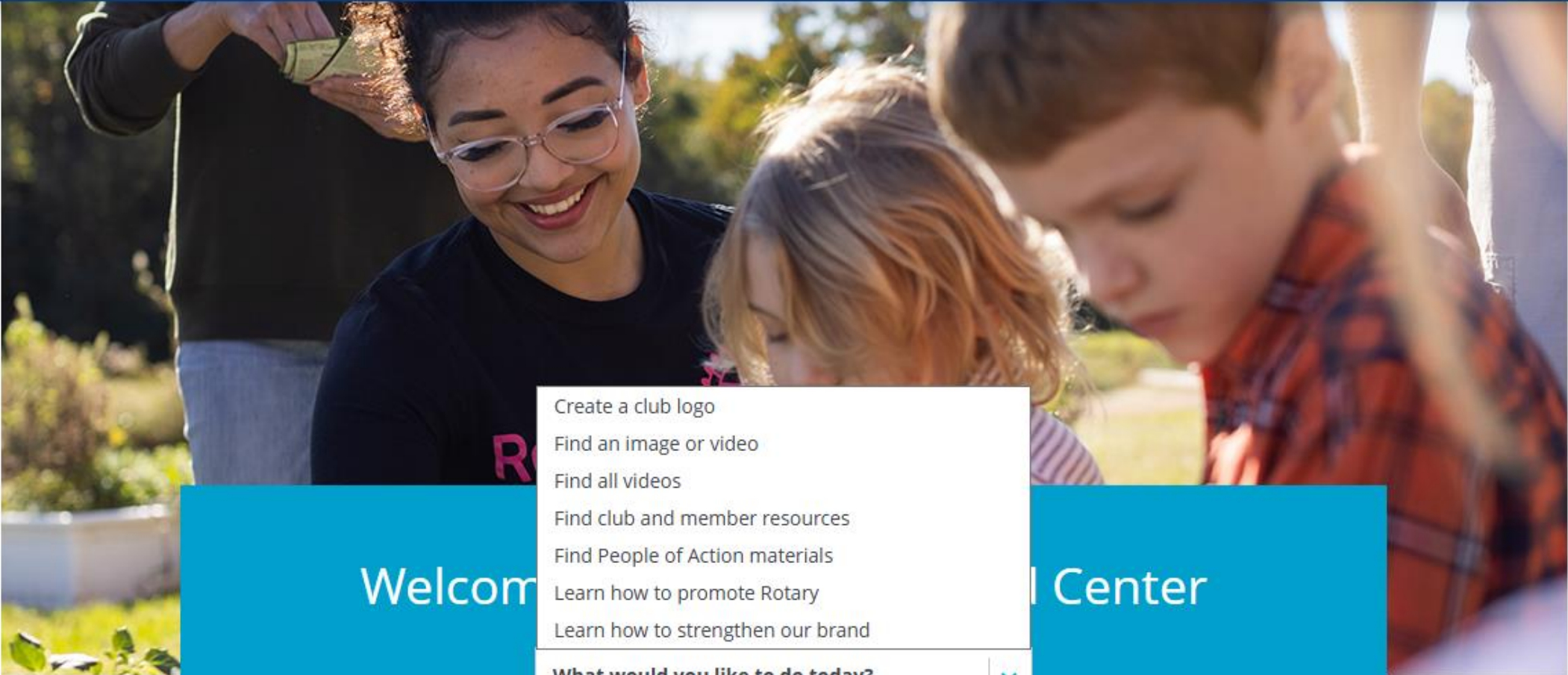
OUR BRAND

DOWNLOADS

TEMPLATES

People of Action materials

VIEW



Welcome

Brand Center

- Create a club logo
- Find an image or video
- Find all videos
- Find club and member resources
- Find People of Action materials
- Learn how to promote Rotary
- Learn how to strengthen our brand

What would you like to do today?



THIS IS THE MASTERBRAND LOGO!!



Masterbrand Signature Simplified



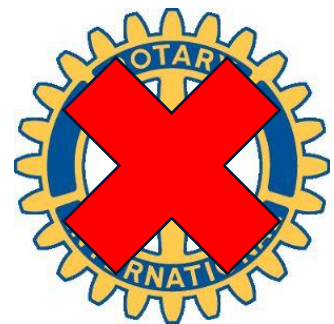
Interact Masterbrand Signature Simplified (Black)



Rotaract Masterbrand Signature Simplified (Black)



People of Action Rotaract Simplified Lockup - Horizontal (Black)



THIS IS NOT OUR LOGO – STOP USING IT!

MEMBERSHIP MATERIALS

Rotary.org  Brand Center   English   My Account 

Rotary  | My Rotary

Donate

Refer



My Rotary  Participate  Events & Connections  Knowledge & Resources  Who We Are 

Resources & References

Rotary Grants

Fundraising

Resources by Role

Youth Protection

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Raise for Rotary 

Learning Center 

Webinars



Learning Center

Build new skills with online courses and materials.

ACTION PLAN



My Rotary

Donate

Refer



- My Rotary
- Participate
- Events & Connections
- Knowledge & Resources
- Who We Are

About Rotary

- Our Priorities
- Action Plan
- Our Structure
- Our Partners

Office of the President

- About the President
- Presidential Theme
- Presidential Message
- President's Representatives

- History
- The Rotary Foundation

- Rotary International Committees
- Foundation Committees
- President Elect



Action Plan

Learn how your club can implement Rotary's Action Plan.

LEARNING CENTER



Rotary.org  Brand Center   English   My Account 

Rotary  | My Rotary

Donate

Refer



My Rotary  Participate  Events & Connections  Knowledge & Resources  Who We Are 

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Webinars



Learning Center

Build new skills with online courses and materials.

DONATE



COMING SOON!

My Rotary

Prospective Member Management System

This enhanced experience empowers prospective members to connect directly with clubs, strengthens relationships with membership candidates, and builds momentum.



Prospective Member Management System

- Empowers prospective members to connect directly with clubs
- Strengthens relationships with prospective members and builds momentum
- Better experience for members and leaders



COMING SOON!



My Rotary

RESOURCE OVERVIEW

A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



Support for club leaders:

- Connecting With Prospective Members (a PDF overview)
- How to Manage Your Club's Membership Inquiries (a how-to guide)
- Prospective Member Outreach Template (customizable communication samples)
- Managing Prospective Member Inquiries (an online course)

[ROTARY.ORG/MEMBERSHIP](https://rotary.org/membership)



CLUBS SHOULD:



1. Ask leaders to log into My Rotary and choose the “Manage Prospective Members” tile
2. Review the process for managing prospective member inquiries
3. Ensure club details are accurate – this is how prospective members will find you!



QUESTIONS