# Rotary District 7090 2024-25 Lighthouse Award

In order to qualify for the 2024-25 Lighthouse Award, a club in District 7090 must also complete at least half of the goals for the 2024-25 Rotary Club Excellence Award (formerly the Rotary Citation) found on Rotary Club Central.

There are some sensible changes made for this year's Lighthouse Award in keeping with the Rotary Action Plan and the RI Presidential theme of *The Magic of Rotary*. Clubs must meet the first requirement in each category plus score points in at least three items in each category during the 2024/25 Rotary year. To give you a little more time, Lighthouse submissions will be accepted by the District up until July 4th, 2025, but it is required that any Rotary International filing needs to be completed before the end of the current Rotary Year - June 30, 2025.

The club that achieves the most points in total will win the 2024-25 Governor's Trophy. Because we use the Four-Way-Test, District 7090 self-reports, however it is recommended to keep records because we may need clarification. Submissions are made to admin@d7090.org and should be no longer than four typed pages, but clubs can provide additional media and links.

Key tip: The Rotary Club Excellence Award, the Lighthouse Award, and the Rotary Action Plan can all be used to set club goals and member activities within a club's strategic plan.

**Group 1**: General Achievements

Required: Update and maintain club member personal contact information and club committees. appearing on the District ClubRunner site. Beyond the requirements additional information is welcome including a brief bio, profession, and vocational interests. (those who use DACdb or another support method at the Club level need to keep this database current and check off the permission to share club data in Rotary Club Central).  (5 points)

1. For 10 points demonstrate that a minimum of 75% of Club members have:
    a. Established a My Rotary account on my.rotary.org.
    b. Taken at least one course on the Rotary Learning Center.
    c. Have downloaded and signed in to the ClubRunner app on their mobile devices.
2. The Club supports at least one Youth Program such as Rotaract, Interact, Youth Exchange, New Generations Service Exchange, RYLA, Jr. RYLA, etc. (2 points for each up to 10 points).
3. Keeping the Club grant status as *qualified as a Club* using the revised simplified grant qualification process for the 2024-2025 year. (5 points)
4. Conduct a review and/or update of your`club's Strategic Plan. Include ways to expand your reach, inclusivity, and belongingness. Show how you communicated this to your community and implemented your actions over this Rotary year. (10 points)
5. Have a District Foundation speaker at a club meeting. (5 points)
6. Have a club member participate in helping organise the District Conference. (10 points)
7. First time submission to the Lighthouse awards. (5 points)

**Group 2**: <u>Membership and Member Development</u>

<u>Required</u>: For clubs with more than 20 members, install two or more new members to your club. For clubs under 20 members install at least one new member. (5 points, plus 5 points for every member after that).

1. Have new club members in 2024/25 attend Rotary 101 New Member Session offered by the District, or, take "Rotary Basics" in the Rotary Learning Center. (5 points)
2. Developing a group of new members: sponsor a satellite or passport club, including a cause-based club or Rotaract club, this Rotary year - seeing it successfully organised and officially launched and supported. (10 points)
3. Craft a new member attraction/outreach program to <u>engage</u> leaders, young professionals, and those new people and businesses to your community. (10 points)
4. Feature a member care and retention program. (10 points)
5. Have a minimum of five non-family member/non-Rotarians participate at one of the *Days of Service* events (common activities across all Clubs or multi-club events) such as the Great Lakes Watershed Clean-Up. Report the numbers to the on-line app! (5 points)
6. Have at least one member complete the three levels of the Rotary Leadership Institute course. (5 points)
7. Have a member attend a District Webinar and talk about it at a Club meeting. (5 points)
8. Have three club members attend the October 26, 2024 Membership Summit. (10 points)

**Group 3**: <u>Public Image, Social Media, and Rotary's Areas of Focus</u>

<u>Required</u>: Identify your Club's Public Image (PI) chair/leader in ClubRunner and have them attend at least one District-Club PI Chair huddle. (5 points)

1. Posted at least five new club articles and/or pictures of your key events to your Rotary Club website plus keeping your website and social media feeds fresh and current. These five articles or other others can be cross posted to the District newsletter and social media. (5 points for club website posts plus one point per article up to 5 points for District newsletter articles)
2. Work with other (nearby) clubs together on initiatives and support Club and District social media campaigns by liking and sharing content being produced on Club and District Facebook pages as well as Instagram and LinkedIn. (5 points)
3. What is your club known for? Develop and share on your website an inventory of the projects your club has completed including a list of places where Rotary can be seen by your community. This includes signage, installations, and locations for posters. (5 points)
4. Promote this year's theme of *The Magic of Rotary* by having a club meeting open to the community featuring a speaker or panel to discuss how your community works together using partnerships and volunteering to <u>adapt</u> and create lasting change. (10 points)
5. Invite community organisations and partners (especially youth) to join in a conversation topic of your choice on peacebuilding - such as *Healing in a Divided World* (an example - considerable resources are available across RI related to peacebuilding). (5 points)
6. Feature a meeting, event, or community conversation with a speaker or a panel about a topic in Rotary's new area of focus: environment (this can be a joint exercise with other Clubs including other social service organizations). (5 points)
7. Develop or expand an <u>impact</u> fundraiser, project, or event related to a new partnership idea that meets an identified and unmet need in your community. (10 points)