Rotary Club Central
Explained
2026-29 Goals

To achieve the Rotary Club Excellence Award, review all the available goals, select at **least half of them (13)**, achieve those goals, and report your achievement in Rotary Club Central.
All achievements need to be reported in Rotary Club Central by 30 June 2027 Light House Pick any 5..of the 12 from any category

1) Enhance Participation Engagement

		Year			Assignment / Tactic	✓
Goal	Description	26-27	27-28	28-29		
Priority						
Service Participation	How many members will participate in club service activities during the Rotary year?					
Other Goals						
Social Activities	How many social activities will your club hold outside of regular meetings during the Rotary year?					
Rotary Action Group Participation	How many club members will be members of at least one Rotary Action Group (RAG) during the Rotary year?					
Leadership Development Participation	How many members will participate in leadership development programs or activities during the Rotary year?					
District Conference Participation	How many members will attend your district conference?					

Use of Official Promotional Materials	Did your club use Rotary International's promotional, advertising and public service materials (videos, social media graphics, digital banners, etc.) available in the Brand Center, to post/share content to promote Rotary in your community throughout the Rotary year?					
Rotary Fellowship Participation	How many club members will be members of a Rotary Fellowship during the Rotary year?					
District Training Participation	How many of your club's leaders will attend a learning event to prepare for their role?					
Lighthouse or "Club" Goals						
1	Participate in the District Human Trafficking awareness initiative					
2	Every Rotarian, every Year (all members of the club contribute to the foundation, a minimum of $25 USD), the average for the club is $100.					
3	Have club members (more than 1) join the Polio Plus Society (does not include existing polio society members)					

2) Increase Our Impact

		Year			Assignment / Tactic	✓
Goal	Description	26-27	27-28	28-29	Assignment	
Priority						
Annual Fund Contributions	How much money (USD) 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 (USD) will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?					
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?					
Other Goals						
Service Projects	How many service projects will your club complete 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	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?					

Inbound Youth Exchange Students	How many Rotary Youth Exchange students will your club host during the Rotary year?					
Outbound Youth Exchange Students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?					
Lighthouse or “Club” Goals						
4	Promoted Theme "Create Lasting Impact" by sharing impact stories from those who have benefited from Rotary Service or Fundraising. Share this with social media and other media sources.					
5	Attend District Gala 2027					
6	Create a satellite club or cause-based club, or sponsor a companion club/passport club/service club, or Interest Club this Rotary year - seeing it successfully and officially launched					

3) Expand Our Reach

		Year			Assignment / Tactic	✓
Goal	Description	26-27	27-28	28-29	Assignment	
Priority						
Club Membership	How many total members does your club want by the end of the Rotary year?					
Other Goals						
New Member Sponsorship	How many members will sponsor a new club member during the Rotary year?					
Rotaract Club	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?					
RYLA Participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?					
Media Stories About Club Projects	How many media stories will cover your club's projects during the Rotary year?					

Lighthouse or "Club" Goals						
7	▯ Participate in PRISM Award (club participates in yearly challenges)					
8	▯ Have club members (minimum 1) join the Rotary Action Group Against Slavery in					

	Canada OR the Rotary Action Group Against Slavery 					
9	Been qualified as a club using the revised simplified grant qualification process (2027-2028) and apply for District Grant or participate in Cluster Grant proposal					

4) Increase Our Ability to Adapt

		Year			Assignment / Tactic	✓
Goal	Description	26-27	27-28	28-29	Assignment	
Priority						
Strategic Plan	Does your club have an up-to-date strategic plan?	Yes/ No	Yes/ No	Yes/ No		
Other Goals						
Online Presence	Does your club's branding (promotional materials, website, social media accounts) use current and correct Rotary logos and portray members as People of Action?	Yes/ No	Yes/ No	Yes/ No		
Update Website & social media	During the Rotary year, how many times per month will your club's website and social media accounts be updated to reflect current activities and information of interest to the public?					
Review & Consider Updating your Club Bylaws	Do your club bylaws reflect your members and other participants' needs?	Yes/ No	Yes/ No	Yes/ No		
Lighthouse or "Club" Goals						
10	Have club members (more than 1) attend the Polio Plus Society Fellowship event and or District Polio event					
11	One or more club members join the District Committee or take a leadership role at the District (that is not currently on a District Committee or leadership role)					

12	One club member attends the District Council meeting who is not current on the council					