



**ROTARY:
MAKING A
DIFFERENCE**

District Goals

2017-18 CITATION



- 1. Support & strengthen Clubs**
- 2. Focus & increase Humanitarian Service**
- 3. Enhance Rotary's Public Image & Awareness**

Support & Strengthen Clubs



Achieve at least 4 goals:

1. Set at least 10 goals in Rotary Club Central
2. Update or develop your club's strategic plan



Support & Strengthen Clubs



- 3. Achieve a net gain in membership**
- 4. Achieve a net gain in female members**
- 5. Achieve a net gain in members under 40**
- 6. Engage members in activities outside regular club meetings**

Support & Strengthen Clubs



- 7. Sponsor or co-sponsor a new Rotary Club or a Rotary Community Corps to expand Rotary's reach in your community**
- 8. Sponsor or co-sponsor an Interact or Rotaract club to involve young people**



Humanitarian Aid



Achieve at least 4 goals:

- 1.** Sponsor or have club members participate in a polio-related fundraising or awareness event
- 2.** Partner with The Foundation by sponsoring a project funded by a global grant or a district grant

Humanitarian Aid



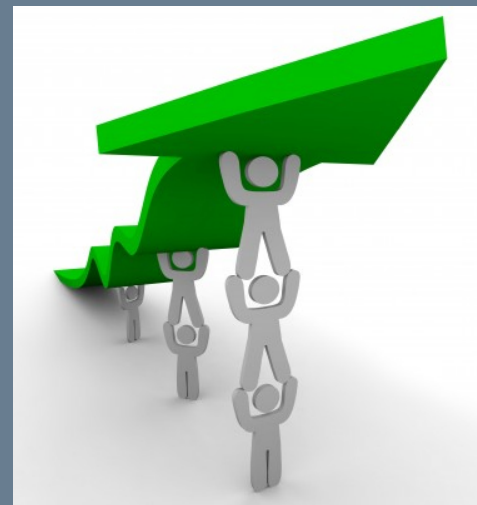
3. Carry out at least one project focused on the environment
4. Make a bigger difference by working together with other clubs
5. Include the family of Rotary in sustainable projects



Humanitarian Aid



6. Help Rotary do more by increasing your club's total giving to The Foundation by at least 10%
7. Increase the number of members who give US\$25 or more to any Rotary Foundation Fund



Humanitarian Aid



8. Attain a minimum Annual Fund contribution of US\$100 per capita
9. Use Rotary's crowdsourcing platform or Rotary Ideas to contribute to a project or seek resources for your club's local or international projects

Public Image & Awareness



Achieve at least 4 goals:

- 1.** Use Rotary's brand guidelines, templates and other resources in your communications
- 2.** Regularly update your club's website and social media accounts to showcase club activity



Public Image & Awareness



3. Host and promote a community event to support World Polio Day
4. Engage your community by hosting networking events for local professionals, community organizations or Rotary alumni



Public Image & Awareness



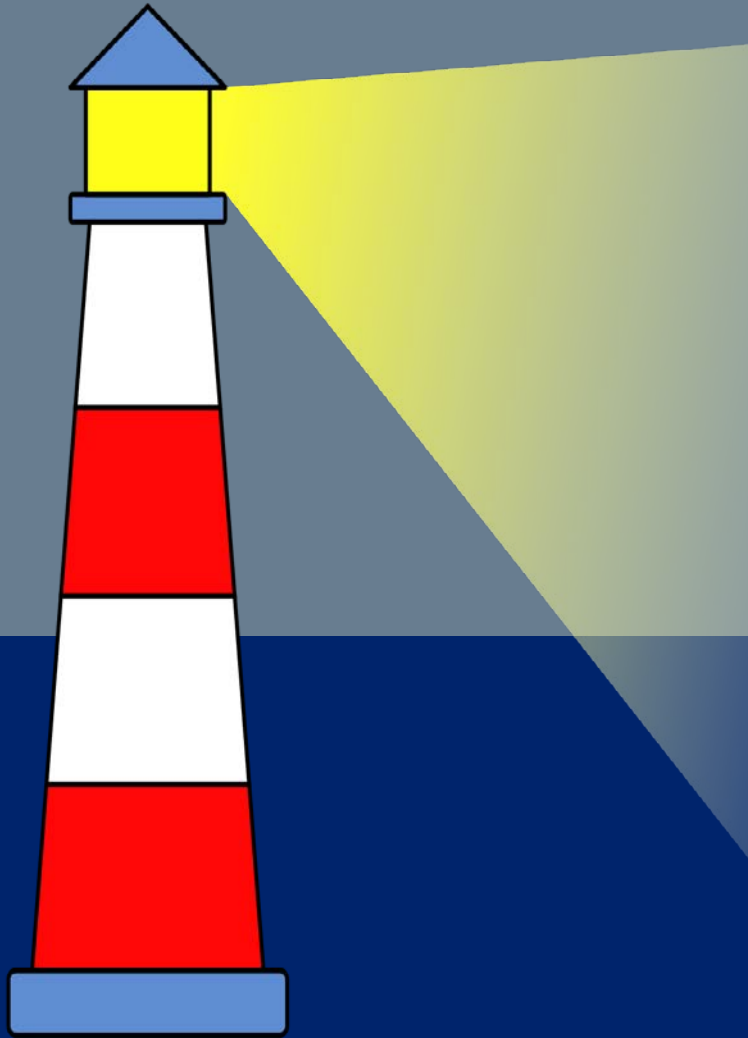
5. Establish or continue a partnership with corporate, government or nongovernmental agencies
6. Host a community forum or seminar about an issue that's important in your



Public Image & Awareness



- 7.** Have local media cover a club project, event or fundraiser
- 8.** Promote peace and develop future leaders by sponsoring or hosting at least one Rotary Youth Exchange student or sponsoring a participant in a RYLA event



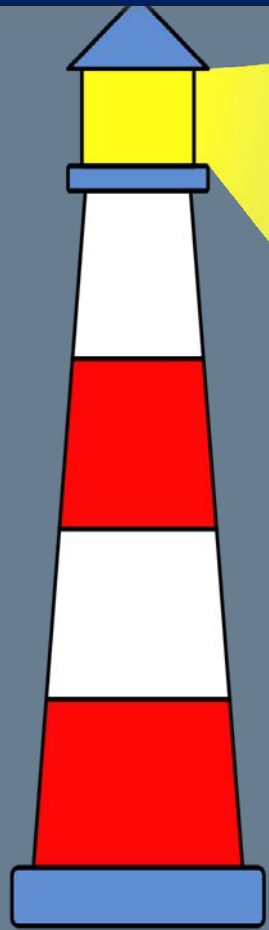
LIGHTHOUSE AWARD

Lighthouse Award



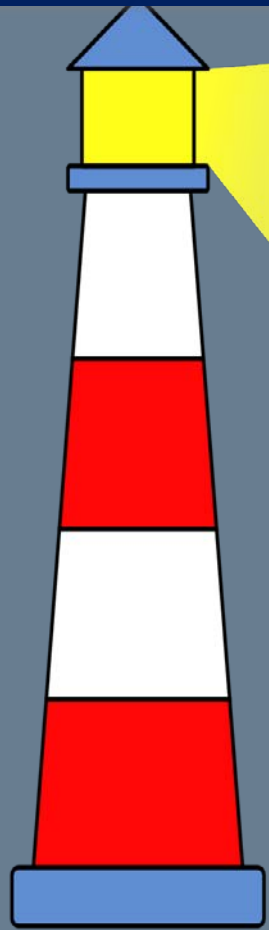
- 1.** Successfully complete the 2017-18 Rotary Citation
- 2.** Achieve 100% of active club members contributing US\$100 or more to the Annual Fund
- 3.** Plant at least one tree for every club member between July 1 and April 22

Lighthouse Award



- 4.** Have at least 2 members attend the 2017 District Conference
- 5.** Have 2 members attend the 2017 Grant Management Seminar
- 6.** Have at least 1 club member attend each area meeting

Lighthouse Award



- 7.** Have at least 1 member attend a Rotary Leadership Institute Program in 2017-2018
- 8.** Have 2 members attend the 2018 Club Leadership Training
- 9.** Have 1 club member serve on a District-wide committee



**ROTARY:
MAKING A
DIFFERENCE**

District Strategic Plan

Strategic Plan



- 1. Succession plans, bench strength**
- 2. Food truck model for training, information and resources**
- 3. Expose new Rotarians to world of Rotary ASAP (RLI)**
- 4. Improve collaboration between clubs and areas**

Strategic Plan



- 5. Grow membership – recent retirees, young professionals, diversity and satellite clubs - retention**
- 6. Increase youth exchange support**
- 7. District public image support**
- 8. Assistant Governors critical**



**ROTARY:
MAKING A
DIFFERENCE**

THANK YOU