



We answer the question “What is Rotary?” with our actions, by making a difference through our service.

As an organization, we recognize how important it is that the world understand what Rotary is, and what we do. At the same time, we know that it is more important than ever to allow our clubs to define Rotary service for themselves. As Rotarians, we have more flexibility than ever to decide how we want our clubs to meet, work, and grow. We’re focused more than ever on making sure that Rotary reflects the people it serves, with more women and a more diverse membership. And we’re working hard to ensure that Rotary remains the world’s pre-eminent volunteer service organization, by emphasizing long-term planning, sustainable service, and continuity in leadership on every level.

In 2017-18, we will answer the question “What is Rotary?” with the theme *Rotary: Making a Difference*. However each of us chooses to serve, we do it because we know our service makes a difference in the lives of others. Whether we are building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people’s lives — in ways large and small — for the better. Whatever motivation each of us had for joining Rotary, it is the satisfaction we find in Rotary that causes us to remain, the satisfaction of knowing that week by week, year by year, we are part of *Rotary: Making a Difference*.

Ian H.S. Riseley  
President, Rotary International, 2017-18

## ROTARY: MAKING A DIFFERENCE

Some years ago, a new acquaintance asked me what should have been a simple question: “What is Rotary?” I opened my mouth to reply and then stopped short with the realization that I simply did not know where to begin. The problem wasn’t that I didn’t know what Rotary was. The problem was that Rotary was — and is — too large and complex to easily define. We are a member-based organization, a club-based organization, and a service-based organization; we are local, regional, and international; we are community members, businesspeople and professionals, working and retired, active in nearly every country in the world. Every one of our 1.2 million members has a unique set of goals, experiences, and priorities; every one of us has a unique understanding of Rotary.

To me, Rotary is defined not by who we are, but by what we do — by the potential that Rotary gives us, and the ways we realize that potential in meaningful and lasting service. Rotary has been around for a long time: 112 years. In some ways, we’ve changed tremendously, as we’ve grown, matured, and adapted to the changing needs of our members and communities. In our fundamentals, however, we remain the same: an organization of people with the desire — and through Rotary, the ability — to make a difference in our communities, and the world.

## HOW TO QUALIFY FOR THE CITATION

Clubs that are strong and making a positive difference in our communities achieve goals related to Rotary’s three strategic priorities: to support and strengthen clubs, focus and increase humanitarian service, and enhance Rotary’s public image and awareness.

This year’s Rotary Citation will recognize clubs that complete activities that support these priorities. Clubs will have the entire Rotary year — 1 July 2017 to 30 June 2018 — to achieve the citation’s goals.

Rotary will be able to verify your club’s completion of most of the goals using our database. For others, we’ll confirm your club’s achievements through information you enter in [Rotary Club Central](#), [Rotary Showcase](#), and [Rotary Ideas](#).

District governors can also track their clubs’ progress online. I’m asking each of them to talk with clubs regularly and support them in achieving these goals and *Making a Difference*.

Find more information at [www.rotary.org/presidential-citation](http://www.rotary.org/presidential-citation). If you have questions, write to [riawards@rotary.org](mailto:riawards@rotary.org).

## PRESIDENTIAL THEME & CITATION



# ROTARY: MAKING A DIFFERENCE

**IAN H.S. RISELEY**  
2017-18 President  
Rotary International



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## REQUIRED ACTIVITIES

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- Pay your July 2017 and January 2018 club invoices on time.
- Report volunteer hours and service project contributions in Rotary Club Central. This allows us to measure and publicize Rotary's impact around the world.

## SUPPORT AND STRENGTHEN CLUBS

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Having members with different perspectives and backgrounds fuels innovation and gives your club a broader understanding of your community's needs. To strengthen your club and its ability to make a positive difference, involve members, use their unique skills and interests, and give them a voice in the club's future.

Increase club membership, diversity, and engagement.

### Achieve at least 4 of the following goals:

- Set at least 10 goals in Rotary Club Central.
- Update or develop your club's strategic plan. *Report your achievement in Rotary Club Central.*
- Achieve a net gain in membership. Clubs with up to 50 members must have at least one more member listed in Rotary's records on 1 July 2018 than they did on 1 July 2017; clubs with 51 or more members must have at least two more members listed in Rotary's records.
- Achieve a net gain in female members. Clubs with up to 50 members must gain at least one female member; clubs with 51 or more members must gain at least two female members.

- Achieve a net gain in members under age 40. Members who were born after 1 July 1977 and join between 1 July 2017 and 1 July 2018 count. Clubs with up to 50 members must gain at least one member under age 40; clubs with 51 or more members must gain at least two members under age 40.
- Engage members in activities outside regular club meetings. *In Rotary Club Central, either record at least one club social activity or indicate that more than 50 percent of your club's members participated in club service activities.*
- Sponsor or co-sponsor a new Rotary club or a Rotary Community Corps to expand Rotary's reach in your community. *To sponsor an RCC, complete the [Rotary Community Corps organization form](#) and submit it to RI. Clubs that sponsor new Rotary clubs will be reported when the new club submits the application.*
- Sponsor or co-sponsor an Interact or Rotaract club to involve young people in Rotary. *Report by submitting the [Interact and Rotaract Sponsorship and Co-Sponsorship form](#) to [interact@rotary.org](mailto:interact@rotary.org) or [rotaract@rotary.org](mailto:rotaract@rotary.org).*

## FOCUS AND INCREASE HUMANITARIAN SERVICE

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Through local and international service projects, clubs address global humanitarian challenges by promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, growing local economies, protecting the environment, and ending polio.

Make a difference in your community and across the globe by engaging Rotarians, young people, Rotary alumni, and the public in Rotary programs, our six areas of focus, and Rotary Foundation giving opportunities.

### Achieve at least 4 of the following goals:

- Sponsor, or have club members participate in, a polio-related fundraising or awareness event. Find resources at [endpolio.org](http://endpolio.org). *Report your achievement by posting the event on Rotary Showcase, using the polio category.*
- Partner with The Rotary Foundation by sponsoring at least one project funded by a global grant or a district grant. Find out how at [www.rotary.org/grants](http://www.rotary.org/grants).
- Carry out at least one project focused on the environment. *Report in Rotary Showcase, using the environment category.*
- Make a bigger difference by working together. Collaborate with other Rotary clubs in your region to increase a project's scope and visibility. *Report in Rotary Club Central or Rotary Showcase.*
- Include the family of Rotary in sustainable projects. Involve Rotaractors, Interactors, Rotary Community Corps members, or Rotary alumni in club projects and events. *Report in Rotary Club Central.*
- Help Rotary do more by increasing your club's total giving to The Rotary Foundation by at least 10 percent over 2016-17, as calculated in your local currency. *Report in Rotary Club Central.*
- Increase the number of members who give US\$25 or more to any Rotary Foundation fund.
- Attain a minimum Annual Fund contribution of US\$100 per capita.
- Use Rotary's crowdsourcing platform, Rotary Ideas, to contribute to a project or seek resources for your club's local or international projects.

## ENHANCE ROTARY'S PUBLIC IMAGE AND AWARENESS

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A positive public image improves your club's relationship with your community and attracts prospective members.

Enhance your club's public image and build awareness of Rotary in your community by telling compelling stories about club activities that are making a positive difference.

### Achieve at least 4 of the following goals:

- Use Rotary's brand guidelines, templates, and other resources in all your communications to strengthen Rotary's image. Find them at [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter). *Report in Rotary Club Central.*
- Regularly update your club website and social media accounts to showcase club activities and illustrate Rotary's impact both locally and throughout the world. *Report in Rotary Club Central.*
- Host and promote a community event to support World Polio Day, and register it on [endpolio.org](http://endpolio.org).
- Engage your community by hosting at least one networking event for local professionals, community organizations, or Rotary alumni. *Report in Rotary Club Central.*
- Establish or continue a partnership with one or more corporate or government entities or nongovernmental organizations and work on a project together. *Report in Rotary Club Central.*
- Host a community forum or seminar about an issue that's important in your community; highlight your club's work to bring people together to find solutions. *Report in Rotary Club Central.*
- Have local media cover a club project, event, or fundraiser. *Report in Rotary Showcase or Rotary Club Central.*
- Promote peace and develop future leaders by sponsoring or hosting at least one Rotary Youth Exchange student or sponsoring at least one participant in a RYLA event. *Report in Rotary Club Central.*