



# 2019-20 ROTARY CITATION ACHIEVEMENT GUIDE


To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing and remain so throughout the year. For the purposes of the citation only, good standing means that a club has paid each invoice balance in full upon receipt (and hasn't received a 60-day reminder letter from Rotary International Accounts Receivable). To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of \$0.00. **Invoices are due when they are posted, in mid-January and mid-July.**

Rotary can automatically verify many of your club's achievements as long as you keep your club and member information up-to-date in My Rotary. (For the purposes of the citation, only club officers can maintain club records; assistant governors may not make updates on behalf of their clubs.) You'll also use Rotary Club Central and Rotary Showcase to tell us when you've achieved other goals of the [2019-2020 Rotary Citation](#) Sign in to [My Rotary](#) to use:


- [Club Administration](#): Go to my.rotary.org > hover over Manage, Club & District Administration > select Club Administration
- [Rotary Club Central](#): Go to my.rotary.org > hover over Manage, Club & District Administration > select Rotary Club Central
- [Rotary Showcase](#): Go to my.rotary.org > hover over Take Action, Develop Projects > select Rotary Showcase

(Continued on the next page)



If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
<b>UNITE PEOPLE (ACHIEVE 3 GOALS OF 9)</b>			
Appoint an active club membership committee comprised of no less than five members and report the Chair to Rotary International	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Club Membership Committee</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Achieve a net gain of 1 member	<a href="#">Club Administration</a>	Go to <b>Reports</b> in Rotary Club Central. Under the <b>Members &amp; Engagement</b> tab, go to <b>Club Reports</b> and select <b>Members in a Club</b> .  To update your membership, go to <a href="#">Club Administration</a> and, under <b>Club &amp; Member Data</b> , choose the <b>Update Member Data</b> section. Select <b>Add, edit, or remove members</b> .  If your club uses a club management system, make sure your data is synched with Rotary's.	Go to <b>Dashboard</b> in Rotary Club Central. Under the My Club tab, review the Membership Trends graph. The goal is achieved if your current number of Members is greater than the number of Members at 1 July 2018. This number must remain greater until after 1 July 2019.
Maintain or improve your club's retention of current and new members: <ul style="list-style-type: none"> <li>• Improve your club's retention rate by 1 percentage point</li> </ul> <i>or</i> <ul style="list-style-type: none"> <li>• If your club's retention rate was 90 percent or more in 2018-19, maintain it</li> </ul>	<a href="#">Club Administration</a>	Go to <b>Reports</b> in Rotary Club Central. Under the <b>Members &amp; Engagement</b> tab, go to <b>Club Reports</b> and select <b>Member Viability and Growth</b> . Select 7/1/2018 for the start date and 7/1/2019 for the end date to run the report for the prior year. Save the report so you can refer to it throughout the Rotary year.  As your club's membership changes, run the report for the current year. Compare the "New member retention percentage" and "Existing member retention percentage" in the current report with last year's.	The goal is achieved if your member retention rates improve by 1 percent over 2018-19, or remain the same if they were above 90 percent in 2018-19.


If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
Achieve a net gain in female members or members under the age of 40	<a href="#">Club Administration</a>	Go to Club Administration and, under <b>Club &amp; Member Data</b> , choose the <b>Update Member Data</b> section. Select <b>Add, edit, or remove members</b> and complete the <b>Gender</b> and Age fields when adding or updating members.	Go to <b>Dashboard</b> in Rotary Club Central. Under the My Club tab, review the Gender Trends and Age Trends graph. The goal is achieved if the totals from this year are greater than last year. Note: gender must be added to new members in order for this goal to count as achieved.
Sponsor or co-sponsor a new Rotary club or Rotary Community Corps	<a href="#">Rotary Club Central</a>	<p>Your achievements will automatically be reported to RI as long as your club is listed as a sponsor on the new club's or new RCC's charter. Check with your governor, who signs the charter application, to confirm.</p> <p>Learn how to sponsor or co-sponsor a new Rotary Club under Learning &amp; Reference &gt; Learn by Topic &gt; <a href="#">Start a Club</a>.</p> <p>Learn how to organize an RCC under <b>Take Action &gt; Empower Leaders &gt; <a href="#">Organize a Rotary Community Corps</a></b>.</p>	<p>To confirm your club is listed as a sponsor of a Rotary club or satellite club, go to <a href="#">Rotary Club Central</a> and choose <b>Reports</b>. Under the <b>Members and Engagement</b> tab, go to <b>Club Reports</b> and select <b>Listing of Sponsored and Satellite Rotary Clubs</b>.</p> <p>To confirm your club is listed as a sponsor of a Rotary Community Corps, go to <a href="#">Rotary Club Central</a> and choose <b>Reports</b>. Under the <b>Service</b> tab, go to <b>Club Reports</b> and select <b>Listing of Club-Sponsored Organizations</b>.</p>
Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Conduct a member classification study</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 







If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
Sponsor or co-sponsor an Interact or Rotaract club	<a href="#">Rotary Club Central</a>	<p>Your achievement will automatically be reported to RI as long as your club is listed as a sponsor on the new club's charter. Check with your governor, who signs the charter application, to confirm.</p> <p>Learn how to sponsor a Rotaract or Interact club under <b>Take Action &gt; Empower Leaders &gt; Sponsor a Rotaract club</b> or <b>Sponsor an Interact Club</b>.</p> <p>To co-sponsor an existing Rotaract or Interact club, follow the instructions in the <a href="#">How to Update Rotaract and Interact Club Information (PDF)</a>.</p>	<p>Go to <b>Reports</b> in <a href="#">Rotary Club Central</a>. Under the Service tab, go to <b>Club Reports</b> and select <b>Listing of Club-Sponsored Organizations</b>.</p> <p>Select the <b>Rotaract Report</b> or <b>Interact Report</b> tab at the bottom of the page to confirm that the club you're sponsoring is listed.</p>
Host an event for Rotary alumni, and highlight Rotary's networking opportunities	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Alumni networking event</b> . Check the <b>SELECT GOAL</b> box and add your goal and level of achievement.	<p>Look for the check mark next to the <b>ACHIEVEMENT</b> button.</p> 
Sponsor a Youth Exchange student or RYLA participant	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> or <b>Rotary Citation tab</b> in Rotary Club Central. Under the <b>Young Leaders</b> tab, click the <b>EDIT</b> button and go to <b>Inbound Youth Exchange students, Outbound Youth Exchange students, or RYLA participation</b> . Check the <b>SELECT GOAL</b> box and add your goal and level of achievement.	<p>Look for the check mark next to the <b>ACHIEVEMENT</b> button.</p> 




If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
<b>TAKE ACTION (ACHIEVE 3 OF 9)</b>			
Appoint an active club foundation committee comprised of no less than five members and report the Chair to Rotary International	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Club Foundation Committee</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Increase the number of members involved in service projects	<a href="#">Rotary Club Central</a>	Go to <b>Service Activities</b> in Rotary Club Central and select <b>Add New Service Project, Repeat Past Service Project</b> . Scroll down and enter the number of volunteers per project in the achievement column.	Go to <b>Dashboard</b> in Rotary Club Central. Under the <b>My Club</b> tab, review the <b>Project Trends - Volunteers</b> graph. The goal is achieved if the number of volunteers has increased since 2018-19.
Contribute at least \$100 per capita to the Annual Fund	<a href="http://rotary.org/donate">rotary.org/donate</a>	Your achievement is automatically reported as contributions are processed.	Go to My Rotary. Hover over <b>Manage, Club &amp; District Administration</b> . Select <a href="#">Reports</a> . Under <b>Club Reports</b> , then <b>Contributions &amp; Recognition</b> , in the <b>Club Giving</b> section, select <b>View reports</b> .  On the page that opens, under <b>Club Reports</b> , select <b>Club Fundraising Analysis</b> . Double-click last month and click <b>OK</b> . In the <b>AF Per Capita</b> table at right, look at the Club column for this year.  The dollar amount needs to be at least \$100.

If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Polio fundraising or event</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Conduct a significant local or international service project in one of Rotary's six areas of focus	<a href="#">Rotary Club Central</a>	Go to <b>Service Activities</b> in Rotary Club Central and select <b>Add a new project</b> or <b>Repeat a past service project</b> .  In the <b>Project Timeline</b> section, move the <b>Project complete</b> button to green.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase	<a href="#">Rotary Club Central</a>	Go to <b>Service Activities</b> in Rotary Club Central and select <b>Add a new project</b> or <b>Repeat a past service project</b> .  In the <b>Project Timeline</b> section move the <b>Project complete</b> button to green.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Collaboration with non-Rotary partner</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Use of official Rotary promotional materials</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Club members talking with media</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 

If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).

GOAL	WHERE DO I REPORT OUR ACHIEVEMENT?	HOW DO I REPORT IT?	HOW DO I SEE OUR PROGRESS?
<b>ROTARY CITATION WITH PRESIDENTIAL DISTINCTION (ACHIEVE UP TO 3)</b>			
Achieve a net gain of 5 or more members	<a href="#">Club Administration</a>	<p>Go to <b>Reports</b> in Rotary Club Central. Under the <b>Members &amp; Engagement</b> tab, go to <b>Club Reports</b> and select <b>Members in a Club</b>.</p> <p>To update your membership, go to <a href="#">Club Administration</a> and, under <b>Club &amp; Member Data</b>, choose the <b>Update Member Data</b> section. Select <b>Add, edit, or remove members</b>.</p> <p>If your club uses a club management system, make sure your data is synched with Rotary's.</p>	Go to Dashboard in Rotary Club Central. Under the My Club tab, review the Membership Trends graph. The goal is achieved if your current number of Members is 5 greater than the number of Members at 1 July 2019. This number must remain greater until after 1 July 2020.
Organize a family-oriented service project that connects families of your members, youth program participants and others	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Connect families</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Connect community</b> . Check the <b>SELECT GOAL</b> box and move the achievement button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
Initiate or continue a leadership, personal, or professional development program to enhance members' skills and the value of their membership	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Rotary Citation</b> tab, click the <b>EDIT</b> button and go to <b>Connect professionally</b> . Check the <b>SELECT GOAL</b> box and move the <b>ACHIEVEMENT</b> button to yes.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 

If you have questions, write to [supportcenter@rotary.org](mailto:supportcenter@rotary.org) or review the how-to guides on the [Club & District Administration page](#).