

# Rotary Club Central Explained 2019-20 Goals

	Explanation	Goal	Accomplish	Success
<b>Membership and Engagement</b>				
• Club membership	How many total members does your club want by the end of the Rotary year?			<input type="checkbox"/>
• Service participation	How many members will participate in club service activities during the Rotary year?			<input type="checkbox"/>
• New member sponsorship	How many members will sponsor a new club member during the Rotary year?			<input type="checkbox"/>
• Rotarian Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?			<input type="checkbox"/>
• Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?			<input type="checkbox"/>
• District conference attendance	How many members will attend your district conference?			<input type="checkbox"/>
• Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?			<input type="checkbox"/>
• District training participation	How many of your club's committee chairs will attend the district training assembly?			<input type="checkbox"/>
<b>Rotary Foundation Giving</b>				
• Annual Fund Contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?			<input type="checkbox"/>

<ul style="list-style-type: none"> <li>• PolioPlus Fund contributions</li> </ul>	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Major gifts</li> </ul>	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Bequest Society members</li> </ul>	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?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Benefactors</li> </ul>	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?			<input type="checkbox"/>
<b>Service</b>				
<ul style="list-style-type: none"> <li>• Service projects</li> </ul>	How many service projects will your club complete during the Rotary year? To track and report project details, such as contributions and volunteer hours, select Service Activities in the main menu.			<input type="checkbox"/>
<b>Young Leaders</b>				
<ul style="list-style-type: none"> <li>• Rotaract clubs</li> </ul>	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Interact clubs</li> </ul>	How many new and existing Interact clubs will your club sponsor during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Inbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club host during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Outbound Youth Exchange students</li> </ul>	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?			<input type="checkbox"/>

<ul style="list-style-type: none"> <li>• RYLA participation</li> </ul>	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?			<input type="checkbox"/>
<b>Public Image</b>				
<ul style="list-style-type: none"> <li>• Strategic plan</li> </ul>	Does your club have an up-to-date strategic plan?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Online presence</li> </ul>	Does your club's online presence accurately reflect its current activities?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Social activities</li> </ul>	How many social activities will your club hold outside of regular meetings during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Update website and social media</li> </ul>	During the Rotary year, how many times per month will your club's website or social media accounts be updated?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Media stories about club projects</li> </ul>	How many media stories will cover your club's projects during the Rotary year?			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Use of official Rotary promotional materials</li> </ul>	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?			<input type="checkbox"/>
<b>Rotary Citation</b>				
<ul style="list-style-type: none"> <li>• Club Membership Committee</li> </ul>	Appoint an active club membership committee comprised of no less than five members and report the chair to Rotary International			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Conduct a Membership Classification Study</li> </ul>	Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community.			<input type="checkbox"/>
<ul style="list-style-type: none"> <li>• Alumni Networking Event</li> </ul>	Host an event for Rotary alumni, and highlight Rotary's networking opportunities			<input type="checkbox"/>

• Club Foundation Committee	Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International			<input type="checkbox"/>
• Polio Fundraising or event	Hold an event to raise funds for, or increase awareness of, Rotary's work toward polio eradication			<input type="checkbox"/>
• Service Project in an Area of Focus	Conduct a significant local or international service project in one of Rotary's six areas of focus			<input type="checkbox"/>
• Post Successful Club Projects	Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary.org			<input type="checkbox"/>
• Collaboration with non-Rotary partner	Did your club work on a project with a corporate or government partner this Rotary year?			<input type="checkbox"/>
• Club Members talking with Media	Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story			<input type="checkbox"/>
• Connect Families	Organize a family-oriented service project that connects families of your members, youth program participants, and others			<input type="checkbox"/>
• Connect Professionally	Initiate or continue a leadership, personal, or professional development program to enhance members' skills			<input type="checkbox"/>
• Connect Community	Show how your club's members are People of Action by promoting your club and its service activities on social media at least four times per month			<input type="checkbox"/>