Rotary Club Central Explained
2021-22 Goals

(As of July 7, 2021: Please be aware that these might be subject to change by RI)
- **To accomplish the Rotary Citation; a Club must set and achieve 13 of the following 25 criteria.**
- **The following sheets will allow your club to discuss, set and report on progress to achieving the Citation.**
- **It is suggested that Goals be set prior to the start of your Rotary year and monthly reports be given to the Club Executive to ensure support to success.**
- **RI's Rotary Club Central will be used to report the setting and accomplishment of goals for your club. See the District's Rotary Club Central Toolbox for assistance is using Rotary Club Central**

	Explanation	Goal	Accomplish	Success	Action Plan Assignment
Membership and Engagement					
1. Club membership	How many total members does your club want by the end of the Rotary year?			☐	
2. Service participation	How many members will participate in club service activities during the Rotary year?			☐	
3. New member sponsorship	How many members will sponsor a new club member during the Rotary year?			☐	
4. Rotarian Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?			☐	
5. Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?			☐	
6. District conference attendance	How many members will attend your district conference?			☐	
7. Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?			☐	
8. District training participation	How many of your club's committee chairs will attend the district training assembly?			☐	

	Explanation	Goal	Accomplish	Success	Action Plan Assignment
Rotary Foundation Giving					
9. 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?			☐	
10. PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?			☐	
11. 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?			☐	
12. 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?			☐	
13. 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?			☐	
Service					
14. Service projects	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.			☐	

	Explanation	Goal	Accomplish	Success	Action Plan Assignment
Young Leaders					
15. Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?			☐	
16. Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?			☐	
17. Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?			☐	
18. Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?			☐	
19. RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?			☐	
Public Image					
20. Strategic plan	Does your club have an up-to-date strategic plan?			☐	
21. Online presence	Does your club's online presence accurately reflect its current activities?			☐	
22. Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?			☐	
23. Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?			☐	
24. Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?			☐	
25. Use of official Rotary promotional materials	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?			☐	

To qualify for the District 7090 Lighthouse Award, clubs **must complete the qualifications for Rotary Citation** (Achieve 13 of the 25 RI Goals).

In addition, **clubs must also achieve 5 of the following items** before the end of the current Rotary Year 30 June, 2022 to achieve this "Lighthouse award".

Goal Lighthouse Citation 2021-22	Set as Goal	Accomplished	Action Plan Assignment
Had at least 3 new members attend one of the Rotary 101 New Member Sessions being offered this year at the District	☐	☐	
Sponsored a satellite club / passport club this Rotary year - seeing it successfully and officially launched	☐	☐	
Had at least 5 non-Rotarians participate at one of our "days of service" events such as Great Lakes Watershed Clean-Up	☐	☐	
Had at least one member enrol in the Rotary Leadership Institute - Level 1.	☐	☐	
Had Club Members (more than 1) attend the District Conference	☐	☐	
Engaged in supporting our District social media campaigns by liking and sharing content being produced on our FaceBook pages as well as instagram and Linked In.	☐	☐	
Posted at least 3 new articles or pictures to your Rotary Club webpage to keep it fresh and current	☐	☐	
Been qualified as a club using our revised simplified grant qualification process - new this 2021-2022 year	☐	☐	
Have a Club Strategic Plan and have minutes or other ways of showing it has been reviewed and actions monitored over this Rotary year	☐	☐	
Club supports at least one Youth Program such as Short Term Exchange, Long Term Rotary Student Exchange, Slapshot, etc..	☐	☐	

The club who has achieved the most items noted will also win the Governor's Trophy - to be presented at the end of this Rotary year or into the start of the next Rotary year.