

**District 7910 Awards for 2019-2020**

For Rotary year 2019-2020, District 7910 will build upon the Rotary Citation award for recognizing clubs in our district, adding a few additional goals to support District Governor Pam Anastasi’s priorities for our district. **District 7910 awards will be based on the Rotary Citation goals as well as district-specific goals. Please complete and submit this form by June 30, 2020 in order to determine how clubs have performed in the Rotary 2019-2020 year.**

We encourage all clubs to participate! Send this completed form by postal mail or electronically to either of the following by June 30, 2020. Submissions postmarked or emailed after June 30 will not be considered.

Laura Spear, District 7910 Awards Committee

42 Forest Road, Stow, MA 01775

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Peggy Sheldon, District 7910 Awards Committee

17 Nelson Street, Gardner, MA 01440

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**CLUB Contact information**

Club name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Club contact name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact email or phone number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PART 1: Rotary Citation GOALS**

The **Rotary Citation** recognizes Rotary clubs that support our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation’s goals.

Rotary can automatically verify many of your club’s achievements as long as you keep your club and member information up-to-date in MyRotary.

To be eligible for the Rotary Citation, clubs need to begin the year as active clubs that are in good standing and remain so throughout the year.

For the Rotary Citation, achievements will be compared with membership figures from July 1, 2019 and will be recognized after the July 1, 2020 numbers are final, on August 15, 2020.

**UNITE PEOPLE**

Achieve at least 5 of the following goals (only 1 point per goal):

⚫ Appoint an active club membership committee comprised of no less than five members and report the chair to Rotary International \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Maintain or improve your club’s retention of current and new members:\*
	+ Improve your club’s retention rate by 1 percentage point or
	+ If your club’s retention rate was 90 percent or more in 2018-2019, maintain it
* Achieve a net gain in female members or members under the age of 40\*
* Conduct a study of your members’ occupations, and work to align your membership with the mix of businesses and professions in your community \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sponsor or co-sponsor a new Rotary club or Rotary Community Corps \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Sponsor or co-sponsor an Interact or Rotaract club \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Host an event for Rotary alumni, and highlight Rotary’s networking opportunities \_\_\_\_\_\_\_\_\_\_\_\_
* Sponsor a Youth Exchange student or RYLA participant \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (maximum 6 goals)

**TAKE ACTION**

Achieve at least 5 of the following goals (only 1 point per goal):

* Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Increase the number of members involved in service projects \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Contribute at least $100 per capita to the Annual Fund of The Rotary Foundation \_\_\_\_\_\_\_\_\_\_\_\_\_
* Hold an event to raise funds for, or to increase awareness of, Rotary’s work toward polio eradication \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Conduct a significant local or international service project in one of Rotary’s six areas of focus \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

⚫ Post successful club projects, with details about activities, volunteer hours, and funds raised, on

 Rotary.org \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

⚫ Use Rotary’s brand guidelines, templates, People of Action campaign materials, and related

 resources \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* Arrange for the club’s members to talk with the media to tell your club’s and Rotary’s story \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (maximum 9 goals)

**ADDITIONAL CONNECTIONS**

Achieve these goals in addition to earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction (only 1 point per goal):

* Connect leaders. Achieve a net gain of five or more members\*
* Connect families. Organize a family-oriented service project that connects families of your members, youth program participants, and others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Connect professionally. Initiate or continue a leadership, personal, or professional development program to enhance members’ skills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

⚫ 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (maximum 3 goals)

**PART 2: DISTRICT 7910 GOALS**

Even if your club is not able to meet all of the Rotary Citation goals, your club should focus on the following district goals.

**MEMBERSHIP**

In addition to the Rotary Citation goals to Unite People:

* Achieve a net gain in membership\*: **ten points per new member (net)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Maintain or improve your club’s retention of current and new members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Ten points per percentage point for an increase in member retention or 100 points for a 90 percent retention.**

For example, a club of 30 members retains 20 members from 2018-2019 (66%). The club only retained 60% of its members from the previous year = 60 points.

For example, a club of 30 members retains all 25 members from 2018-2019, the same as the previous year = 100 points.

* Have members participate in service projects: **one point per percentage of member involvement** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For example, a club of 25 members has 20 members participate in at least one service project (80%) = 80 points.

Points for Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PUBLIC IMAGE**

In addition to the Rotary Citation goals to Take Action:

* Use the “new” Rotary logo or a club version of the new logo in all of your communications and materials, including flyers, website, Facebook page, etc. = **50 points** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Have a brand-compliant club brochure = **50 points (must provide example)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Have a website, Facebook page, or other social media platform that is updated at least once a month = **50 points (must provide URL)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Use a People of Action image or ad on the club’s digital platform = **50 points (must provide URL or screen shot)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Points for Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SERVICE**

In addition to the Rotary Citation goals to Take Action:

* Complete hands-on service projects = **10 points per project (must be entered into Club Central on Rotary.org)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Points for Goals Achieved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_