

## Light Up the Family of Rotary!

### Required activity

Sponsor or participate in a local or district Rotary Day<sup>6</sup> event to introduce non-Rotarians to Rotary.

Check **one** of the following:

- At least five members of our club participated in a Rotary Day event. **(10 points)**
- Our club hosted a Rotary Day event. **(15 points)**

### “Best Class” Club President’s Challenge (optional)

- Our club president registered to attend the 2015 RI Convention in São Paulo by 31 March. **(5 points)**

### Additional activities

- Have club members (not including the president) register to attend the 2015 RI Convention in São Paulo by 31 March. **(5 points for each club member that registers; maximum of 10 points total for this activity)**
- Have at least 10 percent of the club’s members join a Rotary Fellowship or Rotarian Action Group and connect with people from around the world who share their interests. **(5 points)**
- Have at least half of the club’s members participate in an online community discussion board on rotary.org. **(5 points)**

- Hold a career day or vocational mentoring program for young people. **(5 points)**
- Implement Rotary’s new [visual identity guidelines](#) on the club’s website and social media pages. **(5 points)**
- Sponsor a new Rotaract club or Interact club. **(10 points)**
- Sponsor a new Rotary Community Corps. **(10 points)**
- Sponsor a new Rotary club. **(20 points)**


To qualify in this category, your club must score a minimum of 40 points. How many points did your club score?

Rotary Club of

Rotary club president

**Submit this completed form to your district governor no later than 31 March.**

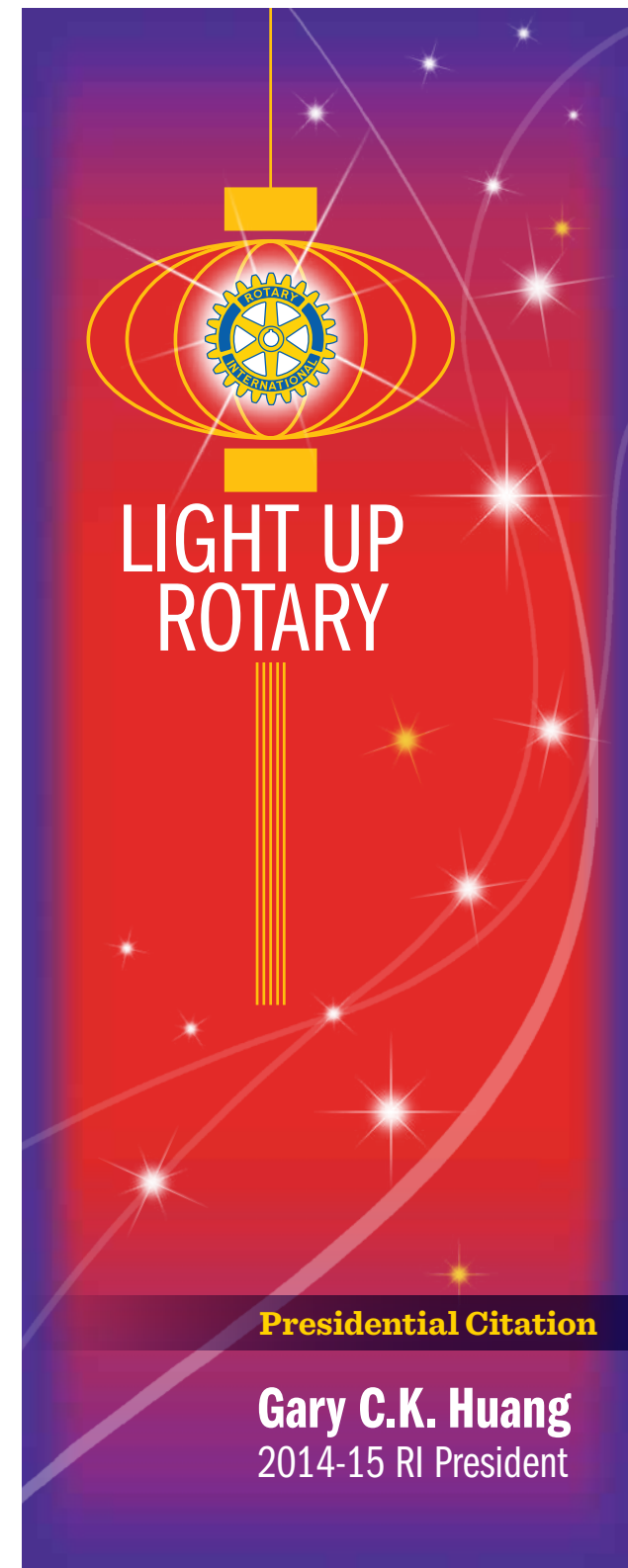
<sup>6</sup> Consult the *Rotary Days* brochure (900B-EN) for information.



**Rotary** 

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900A-14EN—(913)



**LIGHT UP ROTARY**

**Presidential Citation**

**Gary C.K. Huang**  
2014-15 RI President

**Light Up Rotary is not just our theme for the year — it is a call for each of us to take action and make Rotary stronger. The 2014-15 Presidential Citation will recognize Rotary clubs that take action to increase their membership, enhance their service impact, and expand their network.**

## Procedure

Clubs are asked to use this form to plan and report their accomplishments for the 2014-15 Rotary year. To qualify for the Presidential Citation, clubs must achieve a specific number of points in each of the three activity categories and must conduct one required activity per category. Unless otherwise specified, all activities must be undertaken and completed between 1 July 2014 and 31 March 2015.

Qualifying clubs should complete the form and send it to the district governor no later than **31 March**. Forms sent to Rotary International will not be processed.

District governors must report the names of their qualifying clubs to RI no later than **15 April**. District governors will receive special recognition if 50 percent or more of the clubs in their districts qualify for the Presidential Citation.

## Light Up Rotary Membership!

### Required activity

Achieve a net gain in membership between 1 July and **1 March**.

Check **one** of the following:

- Our club achieved a net gain of one member. **(5 points)**

- Our club achieved a net gain of 1-4 percent. **(10 points)**
- Our club achieved a net gain of 5-10 percent. **(15 points)**
- Our club achieved a net gain of more than 10 percent. **(20 points)**

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### “Best Class” Club President’s Challenge (optional)

- Our club president personally sponsored two new members. **(5 points)**

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### Additional activities

- Submit and achieve membership development goals for 2014-15 on Rotary Club Central. **(5 points)**
- Ensure that every club member has a profile on [My Rotary](#). **(5 points)**
- Promote member engagement by ensuring that each club member is assigned a specific role in your club’s leadership development goals for the year, either in a leadership position or as a member of a club committee, subcommittee, or project initiative.<sup>1</sup> **(5 points)**
- Increase your club’s member retention rate by at least one percent over the previous year. **(5 points)**
- Increase the diversity of your club’s membership by recruiting at least two new members who belong to a demographic group (for example, gender, age, profession, or ethnicity) that is underrepresented in the club. **(5 points)**
- Successfully recruit the spouse of a club member *or* successfully refer a spouse to another Rotary club for membership. **(5 points for each spouse that becomes a Rotarian this year; maximum of 15 points total for this activity)**

- Successfully recruit a former Rotaractor *or* Rotary alumnus to join your club or successfully refer them to another Rotary club for membership. **(5 points for each former Rotaractor or Rotary alumnus that becomes a Rotarian this year)**

To qualify in this category, your club must score a minimum of 30 points. How many points did your club score?

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## Light Up Rotary Service!

### Required activity

Participate in a local or international service project related to at least one of Rotary’s areas of focus:<sup>2</sup>

- \* Peace and conflict prevention/resolution
- \* Disease prevention and treatment
- \* Water and sanitation
- \* Maternal and child health
- \* Basic education and literacy
- \* Economic and community development

Check **one** of the following:

- Our club completed this activity. **(10 points)**
- Our club completed this activity as part of a global grant project. **(15 points)**

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### “Best Class” Club President’s Challenge (optional)

- Our club president personally donated to The Rotary Foundation. **(5 points)**

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### Additional activities

- Submit and achieve 2014-15 Rotary Foundation giving goals on Rotary Club Central. **(5 points)**

- Support polio eradication through a community fundraising initiative *or* implement a public awareness campaign to inform the community about Rotary’s contributions to polio eradication. **(5 points)**
- Have at least 10 percent of club members enrolled in Rotary’s recurring giving program, Rotary Direct. **(5 points)**
- Sponsor a Rotary Peace Fellow *or* assist another club in its support of a Rotary Peace Fellow. **(5 points)**
- Increase the total number of Benefactors, Bequest Society<sup>3</sup> members, and Paul Harris Society<sup>4</sup> members in the club by at least one. **(5 points)**
- Attain 100 percent participation in Rotary Foundation Annual Fund giving (that is, every active member contributes).<sup>5</sup> **(10 points)**
- Attain a minimum Annual Fund contribution of US\$100 per capita. **(10 points)**

To qualify in this category, your club must score a minimum of 30 points. How many points did your club score?

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<sup>1</sup> Refer to [Leadership Development: Your Guide to Starting a Program](#) (250-EN) for ideas.

<sup>2</sup> Refer to [Rotary’s Areas of Focus](#) (965-EN) for ideas.  
<sup>3</sup> Consult the [Your Rotary Legacy](#) brochure (330-EN) for information.

<sup>4</sup> Consult the [Paul Harris Society](#) brochure (099-EN) for information.

<sup>5</sup> Consult the [EREY](#) brochure (957-EN) and [The Rotary Foundation Reference Guide](#) (219-EN) for information.