

# 2018-19 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 [2018-19 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

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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>SUPPORT AND STRENGTHEN CLUBS (ACHIEVE AT LEAST 3)</b>			
Achieve a net gain in membership	<a href="#">Rotary Club Central</a>	<p>Go to the <b>Goal Center</b> in Rotary Club Central. Under the <b>Members &amp; Engagement</b> tab, click the <b>EDIT</b> button and go to <b>Club membership</b>. Check the <b>SELECT GOAL</b> box and enter your goal and level of achievement.</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>	Look for the check mark next to the achievement. 
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 2017-18, maintain it</li> </ul>	<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>Member Viability and Growth</b>. Select 2017-18 and June to run the report for the prior year. Save the report so you can refer to it throughout the Rotary year.</p> <p>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.</p>	The goal is achieved if your member retention rates improve by 1 percent over 2017-18 or remain the same, if they were above 90 percent in 2017-18.

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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	<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> field when adding or updating members.	Go to <b>Dashboard</b> in Rotary Club Central. Under the My Club tab, review the Gender Trends graph. The goal is achieved if the totals from this year are greater than last year.
Have at least 60 percent of club members report their birth dates through My Rotary	<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>Date of Birth</b> fields when adding or updating members.	Go to <b>Dashboard</b> in <a href="#">Rotary Club Central</a> . Under the <b>My Club</b> tab, review the <b>Age Trends</b> graph. The goal is achieved if the unreported total is less than 40 percent of total club membership.
Sponsor or co-sponsor a new Rotary club		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.  Learn how to sponsor or co-sponsor a new Rotary Club under Learning & Reference > Learn by Topic > <a href="#">Start a Club</a> .	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> . Select the <b>Rotary Clubs</b> tab at the bottom of the report to confirm that the club you're sponsoring is listed.
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. 

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## FOCUS AND INCREASE HUMANITARIAN SERVICE (ACHIEVE AT LEAST 3)

Sponsor a Rotary Community Corps (RCC)		<p>Your achievement will automatically be reported to RI as long as your club is listed as a sponsor on the new RCC's charter. Check with your governor, who signs the charter application, to confirm.</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>Go to <b>Reports</b> in <a href="#">Rotary Club Central</a>. Under the <b>Service</b> tab, go to <b>Club Reports</b> and select <b>Listing of Club-Sponsored Organizations</b>. Select the <b>Rotary Community Corps Report</b> tab at the bottom of the report to confirm that the RCC you're sponsoring is listed.</p>
Sponsor or co-sponsor an Interact or Rotaract club	<a href="#">Club Administration</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; <a href="#">Sponsor a Rotaract club</a> or <a href="#">Sponsor an Interact Club</a></b>.</p> <p>To co-sponsor an existing Rotaract or Interact club, follow the instructions in the <a href="#">Interact and Rotaract Sponsorship and Co-Sponsorship</a> guide.</p>	<p>Go to <b>Reports</b> in <a href="#">Rotary Club Central</a>. Under the <b>Service</b> tab, go to <b>Club Reports</b> and select <b>Listing of Club-Sponsored Organizations</b>. 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>





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<p>Contribute at least \$100 per capita to the Annual Fund</p>	<p><a href="https://rotary.org/donate">rotary.org/donate</a></p>	<p>Your achievement is automatically reported as contributions are processed.</p>	<p>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>.</p> <p>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.</p> <p>The dollar amount needs to be at least \$100.</p>
<p>Increase the number of members involved in service projects</p>	<p><a href="#">Rotary Club Central</a></p>	<p>Go to <b>Service Activities</b> in Rotary Club Central and select <b>Add New Service Project, Repeat Past Service Project</b>, or the <b>IMPORT FROM ROTARY SHOWCASE...</b> button.</p>	<p>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 2017-18.</p>
<p>Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication</p>	<p><a href="#">Rotary Showcase</a></p>	<p>Go to Rotary Showcase and select <b>Add a new project</b> or <b>Repeat a past project</b>.</p> <p>In the <b>Project Timeline</b> section, check the <b>This project is complete</b> box. In the <b>Project category</b> section, check <b>Polio</b>. At the bottom of the page, click the <b>Save</b> button.</p>	<p>Your project will appear in the scrolling project display under the My Club Showcase tab of the Rotary Showcase home page. Or you can search for projects by club.</p>

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Conduct a significant local or international service project in one of Rotary's six areas of focus	<a href="#">Rotary Showcase</a>	Go to Rotary Showcase and select <b>Add a new project</b> or <b>Repeat a past service project</b> .  In the <b>Project Timeline</b> section, check the <b>This project is complete</b> box. In the <b>Project category</b> section, check an area of focus. At the bottom of the page, click the <b>Save</b> button.	Your project will appear in the scrolling project display under the My Club Showcase tab of the Rotary Showcase home page. Or you can search for projects by club.
<b>ENHANCE ROTARY'S PUBLIC IMAGE AND AWARENESS (ACHIEVE AT LEAST 3)</b>			
Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase	<a href="#">Rotary Showcase</a>	Go to Rotary Showcase and select <b>Add a new project</b> or <b>Repeat a past service project</b> .  In the <b>Project Timeline</b> section, check the <b>This project is complete</b> box. In the <b>IMPACT TRACKER</b> section, add the total number of volunteer hours and cash contributions.	Your project will appear in the scrolling project display under the My Club Showcase tab. You can find your total volunteer hours and cash contributions by checking your project's Impact Tracker. Or you can search for projects by club.
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>Public Image</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		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. 
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 events</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. 
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. 

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Sponsor a Youth Exchange student or RYLA participant	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</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.	Look for the check mark next to the <b>ACHIEVEMENT</b> button. 
<b>ROTARY CITATION WITH PRESIDENTIAL DISTINCTION (ACHIEVE UP TO 3)</b>			
Achieve a net gain of 5 or more members	<a href="#">Rotary Club Central</a>	Go to <b>Goal Center</b> in Rotary Club Central. Under the <b>Members &amp; Engagement</b> tab, click the <b>EDIT</b> button and go to <b>Club membership</b> . Check the <b>SELECT GOAL</b> box and enter your goal and level of achievement.  To update your member records, go to <a href="#">Club Administration</a> and, under <b>Club &amp; Member Data</b> , find 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.	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>Public Image</b> tab, click the <b>EDIT</b> button and go to <b>Update website and social media</b> . Check the <b>SELECT GOAL</b> box and enter your goal and level of achievement.  Or, under <b>Online presence</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. 
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>Development program for members</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. 

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