**2019-20 Rotary Citation Goals**

**UNITE PEOPLE - Achieve at least 3 of the following goals:**

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

2. Achieve a net gain in membership

3. 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

4. Achieve a net gain in female members or members under the age of 40

5. Conduct a study of your member’s occupations and work to align your membership with the mix of businesses and professions in your community

6. Sponsor or co-sponsor a new Rotary club or Rotary Community Corps

7. Sponsor or co-sponsor an Interact or Rotaract club

8. Host an event for Rotary alumni, and highlight Rotary’s networking opportunities

9. Sponsor a Youth exchange student or RYLA participant

**TAKE ACTION - Achieve at least 3 of the following goals:**

1. Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International

2. Increase the number of members involved in service projects

3. Contribute at least $100 per capita to the Annual Fund of The Rotary Foundation

4. Hold an event to raise funds for, or to increase awareness of Rotary’s work toward polio eradication

5. Conduct a significant local or international service project in one of Rotary’s six areas of focus

6. Post successful club projects with details about activities, volunteer hours, and funds raised, on rotary.org

7. Continue or establish a partnership with a corporate, governmental or nongovernmental entity and work on a project together

8. Use Rotary’s brand guidelines, templates, People of Action campaign materials and related resources

9. Arrange for club’s members to talk with the media to tell your club’s and Rotary’s story

**Rotary Citation with Presidential Distinction**

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

1. **Connect Leaders.** Achieve a net gain of five or more members
2. **Connect families.** Organize a family-oriented service project that connects families of your members, youth program participants and others.
3. **Connect professionally.** Initiate or continue a leadership, personal or professional development program to enhance member’s skills.
4. **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.