

## Module A-2 Striving To Be A Vibrant Rotary Club (60 minutes)

	Step?	We want to accomplish?	How long?
1.	Introduce Topic and Presenter(s)	Direct attention to the PETS Learning Guide, A-2: Striving To Be A Vibrant Rotary Club. Introduce concepts in vibrant club planning resource materials. Refer to the three learning objectives. Introduce presenter(s).	3 min
2.	Main Room/ Content Overview	Presentation of key content (slide deck can serve as outline and handout for notes). Introduce all Rotary planning resource materials. Stress the importance of setting three-year goals and entering them into Rotary Club Central. Share how to develop a Club Action Plan based on goals set. Refer to the Rotary Citation/Club Excellence Award as a primary planning tool.	10 min
3.	Breakouts/ Discussions	1 <sup>st</sup> Learning Objective: Introduce all planning resource materials. Stress the importance of the goal planning process for setting goals and developing action plans for the club. 2 <sup>nd</sup> Learning Objective: Explain the benefits of having an action plan in maintaining a vibrant club. 3 <sup>rd</sup> Learning Objective: Describe how to use the Rotary Citation/Club Excellence Award in preparation for completing Rotary Club Central information.  <b>See Breakout Discussion Questions</b>	30 min
4.	Sharing Back	Ask for good ideas to share, takeaways, and best practices.	10 min
5.	Q & A	Ask for any questions and respond briefly.	5 min
6.	Wrap Up and Evaluations	Thank participants for an impactful and inspiring session. Ask them to go to notes page at end of module and jot down their thoughts. Remind participants to complete module evaluation via mobile app. Proceed with transition to next module topic and facilitator.	2 min

# Lone Star P.E.T.S. 2026

## PRESIDENTS-ELECT/PRESIDENTS-NOMINEE LEARNING GUIDE

### FRIDAY

#### MODULE A-2 STRIVING TO BE A VIBRANT ROTARY CLUB

##### GOAL

**Club Presidents and Presidents-Elect will have tools to develop plans for building multiple-year momentum.**

##### OBJECTIVES

At the end of the session, Presidents-Elect/Presidents-Nominee will be able to:

1. Outline the **three-year goal** planning process for setting goals and developing action plans for the club.
2. Introduce **all Rotary planning resources** and **Rotary Club Central** as the primary sources for goal setting for a club.
3. Explain the benefits of an action plan in maintaining a vibrant club.
4. Describe how to use the Rotary Citation/Club Excellence Award in preparation for completing Rotary Club Central information.

##### REFERENCE MATERIALS

Action Plan Overview and Flyer  
How To Talk About Our Action Plan  
Strategic Planning Guide  
Rotary Citation/Club Excellence Award  
Rotary Club Central "How To" Documents

## Module A-2: Striving To Be A Vibrant Rotary Club

### Breakout Discussion Questions

1. Where do you stand in setting your club's goals for the coming year?
2. What steps help create meaningful goals and effective action plans for your Rotary club?
3. What are the benefits of a three-year strategic plan?  
Then point out the Strategic Planning Guide in the PETSWorkbook.
4. Describe how you would use the RI vision statement to formulate your own club action plan.
5. Describe how you would use the four priorities of the RI Action Plan to formulate your own club Action Plan.
6. Review the goals shown on the Rotary Citation/Club Excellence Award handout, and for each of the sections, identify strategies to complete these goals.
7. What are the benefits of sound financial and risk management procedures?  
Identify three ways that you will ensure good stewardship of club funds; share your reasons with the group.
8. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
9. What is your **primary takeaway** from the Vibrant Rotary Club session?
10. Any other question(s)?

# TAKING ACTION FOR CHANGE

We are at a defining moment in Rotary's history. We're implementing our Action Plan, a strategic road map that will help us better connect with each other, grow as an organization, and more effectively share our stories of how we are making a difference in communities.

At every level of Rotary, we have embraced opportunities to work together to achieve our goals. Over the coming four issues, you'll hear from Rotary members around the world who will offer their inspiration, encouragement, and guidance as we carry out the four priorities of the Action Plan.



## IMPACT

**We want to put our resources behind programs that will have the greatest impact and that align with our areas of focus.**

We're creating tools and guidelines for tracking and sharing our efforts. We're also developing an evaluation process that will help us make objective recommendations about what is working and what we should continue, start, or stop doing.

## REACH

**We're committed to exemplifying and embracing diversity, equity, and inclusion (DEI) in everything we do.**

We're testing new products and alternative models that will allow more people to connect and take action with us in ways that work best for them.

## ENGAGE

**We're tearing down the walls between "us" and "them" and focusing on participants.**

We're asking people how they want to participate, finding ways to meet them where they are, and making sure they know we value them.

## ADAPT

**We're streamlining operations so we can be more agile and responsive.**

We're simplifying the way we do things and helping members manage change so that our clubs, districts, and zones can more effectively communicate and work together.

Learn what your club can do at [rotary.org/actionplan](https://rotary.org/actionplan).

**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

# HOW TO TALK ABOUT OUR ACTION PLAN

Like the People of Action who inspired it, Rotary's plan for the future is bold.

This glossary will help all of us at Rotary speak about our goals with one voice and one vocabulary so we can move forward and act as one.

## VISION

*"Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves."*

## ACTION PLAN

The name for our five-year strategic plan, including four strategic priorities and 14 objectives.

## PARTICIPANTS

All Rotary members and other individuals who engage in Rotary activities.

## STRATEGIC PRIORITIES

### INCREASE OUR IMPACT

Define, measure, track, and capture data from service projects to measure our impact, improve project quality, and create lasting change.

### EXPAND OUR REACH

Develop new models of engagement to attract diverse Rotary participants and unite them in taking action.

### ENHANCE PARTICIPANT ENGAGEMENT

Create new ways to inspire participants and provide valuable experiences that make them want to stay.

### INCREASE OUR ABILITY TO ADAPT

Make Rotary's operating and governance structures more efficient, representative, flexible, and effective.

## OBJECTIVES

The specific things we want the *Action Plan* to accomplish.

## INITIATIVES

The actionable steps to achieve each objective. The Secretariat, with oversight from the Strategic Planning Committee, is responsible for accomplishing them.

### INPUTS

The resources invested in a program.  
*Example: The materials used in a literacy program.*

### OUTPUTS

The immediate results of a program.  
*Example: The number of people who complete a literacy program.*

### OUTCOMES

The short-term or intermediate results of a program.  
*Example: The number of people who gain reading proficiency in a literacy program.*

### IMPACT

The long-term effects or end results of a program.  
*Example: The changes in education outcomes for the community.*

Be part of the plan:  
[myrotary.org/strategicplan](https://myrotary.org/strategicplan)





# STRATEGIC PLANNING *Guide*

Using Rotary's Action Plan to improve the club experience and make meaningful, lasting change within your community

# ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.



## THE FOUR PRIORITIES

**INCREASE OUR  
IMPACT**

Let's develop and implement the practices, capacity, and infrastructure we need to define, measure, track, and analyze data from our service projects in a more effective way.

**In your club this might look like...**

Develop service projects that reflect the needs of your community and are more effective.

**EXPAND OUR  
REACH**

Let's share our values with new audiences, create ways to bring people together to experience the power of Rotary, and show that we're inclusive, engaging, compassionate, and ambitious about making change.

**In your club this might look like...**

Work with groups, organizations, and community leaders that you haven't partnered with before.

**ENHANCE  
PARTICIPANT  
ENGAGEMENT**

Let's use every encounter as an opportunity to show people how getting involved with Rotary allows them to make a bigger difference in their communities and for causes they care about.

**In your club this might look like...**

Make all members feel like they have a role in the club and make sure that anyone who engages with your club feels empowered to share their ideas and get involved.

**INCREASE OUR  
ABILITY TO  
ADAPT**

Let's create a culture of research, innovation, and willingness to take risks so we can learn, evolve, and better serve our communities.

**In your club this might look like...**

Ask members what your club should continue, start, or even stop doing to ensure that the club reflects the needs of its members and potential members.

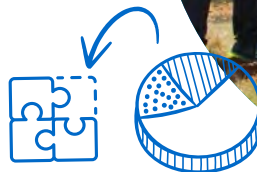


## ABOUT THIS GUIDE

Just as a map guides people from where they are to their destination, a strategic plan that's based in action guides an organization to its goals and, ultimately, its strategic vision. Rotary's Action Plan, the long-term guide toward our vision of uniting people and taking action to create lasting change, was developed from what you and your fellow members want Rotary to be.

In the same way, strategic planning helps clubs move toward what members want from their Rotary experience. It acknowledges the challenges that clubs experience and addresses the underlying causes of those issues. It can also work as a guide to elevate participant experiences as well as their presence in communities. Our research has shown that clubs that develop and follow strategic plans are stronger than clubs that don't, with members who are more satisfied and who view their clubs and Rotary more positively overall.

This Strategic Planning Guide can help you set long-term priorities, using the framework of the Action Plan and time-based goals to support your club's strategic vision. This guide is designed for Rotary and Rotaract clubs, but districts may also find it useful.

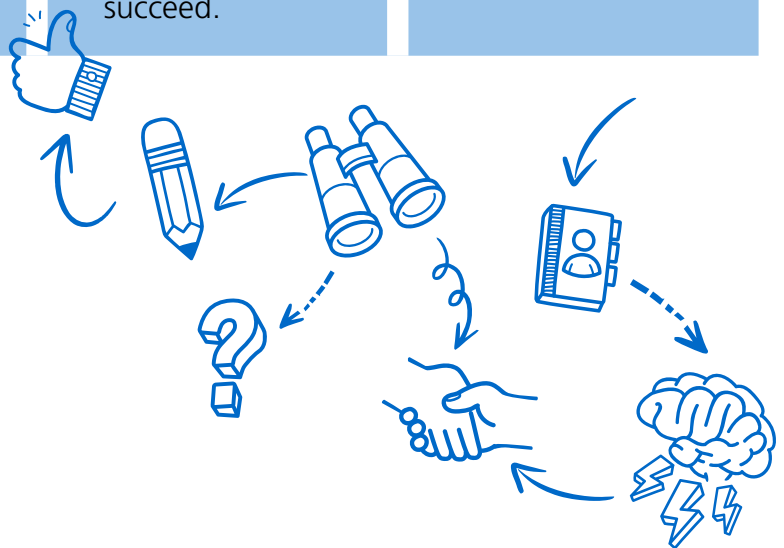


# STRATEGIC PLANNING PROCESS OVERVIEW

<b>PHASE 1</b> <b>Determine your status:</b> How is your club doing now?	<b>PHASE 2</b> <b>Develop a vision:</b> What do you want your club to be like?	<b>PHASE 3</b> <b>Make a plan:</b> How can you achieve your vision?	<b>PHASE 4</b> <b>Track your progress:</b> How close are you to your goals?
<ul style="list-style-type: none"> <li>→ Identify significant issues to address.</li> <li>→ Determine your club's strengths and weaknesses.</li> <li>→ Identify opportunities and challenges in the community.</li> </ul>	<ul style="list-style-type: none"> <li>→ List several characteristics that you want your club to have.</li> <li>→ Think about what you want your club to be known for.</li> <li>→ Write a vision statement.</li> </ul>	<ul style="list-style-type: none"> <li>→ Identify the strategic priorities to focus on.</li> <li>→ Set your goals.</li> <li>→ List the action you'll take, your timeline, and the resources, such as financial support, that you'll need to succeed.</li> </ul>	<ul style="list-style-type: none"> <li>→ Monitor progress toward your goals.</li> <li>→ If you miss your targets, determine why.</li> <li>→ Adjust your strategic plans as needed.</li> </ul>

## GETTING STARTED

- Assemble a team made up of members with experience or an interest in strategy, as well as past, present, and incoming club leaders and committee members. This team will develop the strategic plan that reflects what members envision for the club's future.
- Choose someone to lead your strategic planning sessions. It could be a member who has experience in strategy, a club leader who is a skilled facilitator, or even an expert from the community.
- Get a variety of perspectives by involving club members who have diverse backgrounds and experiences.
- Make sure your club's vision statement aligns with Rotary's strategic vision.
- Use the Action Plan as a framework to develop your club's strategic plan.



**TIP** 

Asking community members to join in on your planning session is a great way to get diverse perspectives reflected in your plans.

## FACILITATION GUIDE

Strategic planning is an opportunity to get members involved! Consider using the facilitation guide along with this worksheet to lead a strategic planning session. Include any member who expresses interest in participating. Remember, the more diverse perspectives you involve, the better your plan will reflect what members want. This helps create a shared vision that members will want to achieve together.

# PHASE 1

## DETERMINE YOUR STATUS: HOW IS YOUR CLUB DOING NOW?



**Before you set your club's long-term goals, it's important to:**

- Identify any significant issues your club is experiencing
- Determine your club's strengths and weaknesses by gathering ideas from members and asking them what they're satisfied with and what they'd like to change
- Identify opportunities and challenges in the community by meeting with the leaders of other organizations or groups

## IDENTIFY OPPORTUNITIES OR SIGNIFICANT CHALLENGES YOUR CLUB IS EXPERIENCING

What are the critical issues or concerns that your club wants to address with this strategic plan?

**Ask members questions such as these to help you identify strategic issues:**

- What do members and participants want that our club does not currently provide?
- What does our community need that our club could address through service projects?
- If our club is not attracting a diverse group of members and keeping them engaged, why is that?
- Who are the community members that our club should be including in our club activities and why?
- What are some processes and procedures your club can stop doing?
- What are some new and innovative ideas the club can test, and how?



Reviewing your club's past strategic plans and using [Club Health Check](#) can give you direction.

## STRATEGIC ISSUES

Reviewing the strategic issues you just identified, categorize them by the priorities they align with. This will help your club focus your strategic plan. It may be balanced across all four priorities, or your club may focus on one or a few priorities.

IMPACT	REACH	ENGAGEMENT	ADAPTABILITY

## DETERMINE YOUR CLUB'S STRENGTHS AND WEAKNESSES

List what your club does well and what it could improve on, based on what members said.

### STRENGTHS

### WEAKNESSES



**TIP** Use the member satisfaction survey in [Enhancing the Club Experience](#) to get insights from members to help determine your club's strengths and weaknesses.

## IDENTIFY OPPORTUNITIES AND CHALLENGES IN THE COMMUNITY

List opportunities in your community that your club can act on. Maybe it's adding members from a growing demographic group. Or mentoring entrepreneurs to help them develop their businesses. Also list the local challenges that your club can help address, such as unemployment or quality of education.

### OPPORTUNITIES

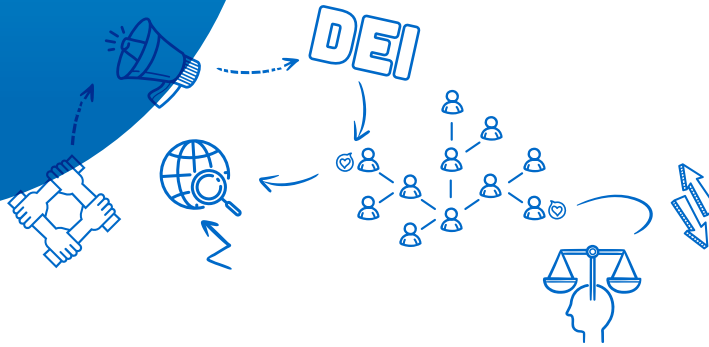
### CHALLENGES

# PHASE 2

## DEVELOP A VISION: WHAT DO YOU WANT YOUR CLUB TO BE LIKE?

In determining what you want your club to be, work with the strategic planning team to:

- Identify characteristics that you want your club to have
- Think about what you want your club to be known for
- Create a vision statement



### CLUB CHARACTERISTICS

Rotary’s vision statement calls on us to “unite and take action to create lasting change.” List five to seven characteristics you want your club to have within three to five years that will help realize that vision. Some examples might be service-oriented, fun, innovative, or representative of the community.

### CHARACTERISTICS

## WHAT DO YOU WANT YOUR CLUB TO BE KNOWN FOR?

Think about how you'd want someone to describe what your club does in the community. List what you'd like someone new in town to know that you do or what you want the legacy of your club to be.

Some examples might be that your club's tutoring program helps students go to college or that the club is part of a coalition that builds tiny homes for people who don't have permanent housing.

## CLUB VISION STATEMENT

A vision statement defines your desired future and provides direction toward what you want your club to be. Referring to the list of club characteristics and what you want your club to be known for, write a one-sentence vision statement with your strategic planning team.

### Consider these kinds of questions:

- What will our club be like in three to five years?
- What do we want to achieve?
- How will we know we've succeeded?

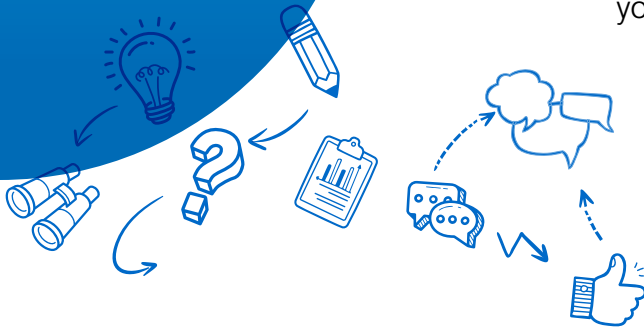
**TIP** 

Your vision statement should resonate with club members. One example: "Our vision is to be recognized as meaningfully supporting youth in our community."

## VISION STATEMENT

## PHASE 3

### MAKE A PLAN: HOW CAN YOU ACHIEVE YOUR VISION?



**Now it's time to develop a plan to focus your club's strategic priorities and achieve your goals. To do this:**

- Identify the strategic priorities your club is focusing on
- Set your goals
- List the actions you'll take, your timeline, and the resources, such as financial support, that you'll need to succeed

Goals are specific to the opportunities or significant challenges your club is working to address, and they should align with Rotary's strategic priorities. Working with your incoming leaders is also essential to ensuring the continuity of your multi-year goals.

In the chart below, list which priority (Impact, Reach, Engagement. Adapt) your goal is related to. Then list the goal, along with the action you'll take, the resources you'll need, and who will lead the effort to meet each goal. Set a timeline for each one. Strategic plans typically run on a 3-5 year cycle, please be sure to take club leadership changes into account.

#### **When you set your goals, consider:**

- Rotary's vision statement and the Action Plan
- Your club's strengths and weaknesses
- Your community's needs, opportunities, and challenges
- What your club's members and participants need and want
- What you can realistically achieve in three to five years

**TIP**  Effective goals clearly state *what*, *when*, *how*, and *who*. They are also measurable.

**LIST THE SPECIFICS**

PRIORITY (IMPACT, REACH, ENGAGEMENT, OR ADAPTABILITY)	GOAL	ACTION TO TAKE	RESOURCES NEEDED AND TIMELINE	WHO LEADS THE EFFORT

# PHASE 4 TRACK YOUR PROGRESS: HOW CLOSE ARE YOU TO YOUR GOALS?



## MONITOR YOUR PROGRESS

You'll need to track the progress toward your goals with the rest of the strategic planning team and suggest changes to the plan if needed. When new club leaders are named, discuss the strategic plan and your progress with them. Make sure they are familiar enough with the plan to suggest or understand if changes are necessary. If you're not making the progress you expected, you may want to try a new approach or allocate more resources toward your goals.

When you're monitoring your progress, consider using the questions in the table provided:

### GOAL MONITORING PLAN

HOW OFTEN SHOULD WE MEASURE PROGRESS TOWARD OUR GOALS?	
WHAT INDICATORS WILL WE MEASURE, AND WHAT IS OUR BASELINE?	
HOW SHOULD WE COMMUNICATE OUR PROGRESS TO CLUB MEMBERS?	
WHO SHOULD APPROVE CHANGES TO OUR PLANS OR GOALS?	

## REVIEW ANY GOALS YOU MISSED AND ADJUST THE PLAN

As you review the progress you've made, list your goals, including any goals that your club didn't meet and why it didn't. Determine what adjustments you need to make or what action to take.

### When you're identifying and listing your missed targets, ask:

- What goals did we meet?
- What goals didn't we meet?
- What are the main reasons that we didn't achieve some goals?
- What adjustments do we need to make to help us achieve those goals?

GOAL	DID WE ACHIEVE IT?	WHAT WENT WELL?	WHAT CAN WE IMPROVE UPON?	WHAT CAN WE DO DIFFERENTLY NEXT TIME?

Congratulations on creating a strategic plan for your club! Remember that this is an ongoing process, and that you can always revisit your plan and make changes if the circumstances warrant it.

# ROTARY AND ROTARACT CLUB EXCELLENCE AWARD

## GOALS AND INSTRUCTIONS

The Club Excellence Award recognizes the hard work clubs do throughout the year. Taking action toward achieving the required number of goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Club Excellence Award, clubs need to be active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, go to My Rotary>Click on Club Name>Finance>Club Invoice. You should have an outstanding balance of \$0.00. Invoices are due when they are posted.

Club leaders can go into Rotary Club Central and select the goals they wish to apply toward the club excellence achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central. Clubs must achieve at least half of the goals by 30 June to be eligible.

To achieve the Club Excellence Award:

1. Go to [Rotary Club Central](#)
2. Review the available goals
3. Set at least half of the available goals
4. Achieve those goals
5. Report achievement in Rotary Club Central by 30 June.
6. Pay club invoices in full upon receipt

Once you are in Rotary Club Central, go to **Club Goals** on the left side of the page if you are not there already, select the **year**, and click on the **All tab** to see the goals. Eligibility will be determined based on goal achievement as of 30 June.

Enhance Participant Engagement	
Goal	Description
Service participation*	How many members will participate in club service activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?

<b>Enhance Participant Engagement</b>	
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?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District training participation	How many of your club's leaders will attend a learning event to prepare for their role?

<b>Increase our Impact</b>	
<b>Goal</b>	<b>Description</b>
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?
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?
Benefactors*	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 Projects	How many service projects will your club complete during the Rotary year?
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?
Bequest Society members	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?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?

<b>Expand our Reach</b>	
<b>Goal</b>	<b>Description</b>
Club membership*	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?

<b>Expand our Reach</b>	
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

<b>Increase Our Ability to Adapt</b>	
<b>Goal</b>	<b>Description</b>
Strategic plan*	Does your club have an up-to-date strategic plan?
Online presence	Does your club's online presence accurately reflect its current activities?
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?
Review club bylaws	Do your club bylaws reflect your members and other participants needs?

\*Priority goals are particularly effective ways to strengthen your club and help Rotary create lasting change.

Questions? Read responses to [frequently asked questions](#) for more information.

# CLUB EXCELLENCE AWARD FREQUENTLY ASKED QUESTIONS

Find answers to questions in these categories:

[Rotary and Rotaract Club Excellence Award](#)

[Rotary Club Central access](#)

[Award eligibility](#)

[Club excellence goals](#)

[Reporting your achievements](#)

[Recipients](#)

[Interact Club Excellence Award](#)

## ROTARY AND ROTARACT CLUB EXCELLENCE AWARD

Why should clubs strive to earn the Club Excellence Award?

The Club Excellence Award isn't just an honor for your club to receive, it's an important tool to help monitor the health and growth of your club. Taking action toward achieving the [club excellence goals](#) helps clubs engage their members, stay relevant in their communities, and function more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs achieve their goals, they contribute to the overall health and culture of Rotary for generations to come.

How do Rotary and Rotaract clubs achieve the Club Excellence Award?

1. Go to [Rotary Club Central](#).
2. Review the available goals.
3. Select and set at least half of the goals available.
4. Achieve your goals.
5. Report your achievement in Rotary Club Central by 30 June. (Note: Some achievements are recorded automatically, such as membership growth and Rotary Foundation contributions.)
6. Pay each club invoice upon receipt (no later than within 60 days).

Club leaders can return to edit these goals throughout the year and to report achievement.

What happened to the Rotary Citation?

The Rotary Citation was renamed the Club Excellence Award, effective 1 July 2024. Established in 1992, the award has undergone some changes over the years to remain relevant and to continue to align with Rotary’s strategic objectives. The RI Board approved the name change to better convey the award’s intent as a recognition of club excellence. The award continues to recognize Rotary, Rotaract, and Interact clubs that successfully achieve goals that are aligned with Rotary’s Action Plan.

## ROTARY CLUB CENTRAL ACCESS

How do I access Rotary Club Central?

You can find [Rotary Club Central](#) directly on the homepage of My Rotary or by opening the My Rotary menu in the navigation. To learn how to use Rotary Club Central, you can take the online course in the Learning Center called [Rotary Club Central Resources](#).

Who can review goals in Rotary Club Central?

All Rotarians and Rotaractors can review the goals in Rotary Club Central set by their club leaders for any specific year. If a member doesn’t find a goal for the incoming year, it might not have been set, or the person might not have been reported as a member of the club.

Who can set and manage goals in Rotary Club Central?

If they have been reported to Rotary for these roles, any of these current and incoming club leaders can set goals for the upcoming year: president, vice president, secretary, treasurer, membership chair, public image chair, service projects chair, Rotary Foundation chair, learning facilitator, and executive secretary/director (Rotary) or Rotaract club adviser.

Note that any active member or nonmember executive secretaries can report service projects in the [Service Project Center](#), which appear as achievements in Rotary Club Central.

Can members who aren’t club leaders enter a club’s accomplishments?

Only club leaders can set goals and mark achievements in Rotary Club Central. However, a club leader can [delegate online access](#) temporarily to a member to allow them to enter a club’s accomplishment in Rotary Club Central. Note that Rotaractors

aren't yet able to delegate online access, but will be able to in the future.

## AWARD ELIGIBILITY

Do clubs have to be in good standing to earn the Club Excellence Award?

Yes. To be eligible for the Club Excellence Award, Rotary and Rotaract clubs need to begin the year as active clubs in good standing and remain so throughout the year. For the purposes of the Club Excellence Award, good standing means a club has paid each club invoice balance in full within 60 days after the invoice is issued. If a club's payment isn't received by that date, the club will receive a 60-day reminder letter from Rotary International and the club will no longer be eligible. For Rotary clubs, dues are invoiced semiannually in July and January. Rotaract clubs receive one invoice per year in January.

New clubs that are chartered during the current Rotary year are also eligible for the award if they are in good financial standing and have achieved at least half of the available goals before the end of the Rotary year.

How can I verify that a club is in good standing?

To find out whether your club is in good standing, you can check whether the club balance has been paid in full within the 60-day time frame.

To check your daily club balance, go to My Rotary and click on View Club, then Finance, then Club Invoice. You should have an outstanding balance of 0.00. Invoices are due when they are posted, in mid-January for Rotary and Rotaract clubs, and also in mid-July for Rotary clubs.

To find out whether your club dues were received on time, check the Club Excellence Recipients Report in My Rotary. Sign in to My Rotary and click on Membership and Foundation Reports. In the Awards section, you'll find the Club Excellence Award. Clubs are in good standing if they haven't received a 60-day reminder to pay their dues.

If you have questions about the club invoice, including where to send your payment, whether your club has a zero balance, or your club received a 60-day reminder letter, contact your [financial representative](#).

Is our club still eligible for the Club Excellence Award if we achieve different goals than the ones we set at the beginning of the year?

Yes. If club leaders find that a goal they set is going to be unattainable, but another will be achievable, they can edit the goals selected at any time during the year. If more than

half the goals are reported as achieved by the end of the Rotary year, and each club invoice was paid within 60 days, the club is eligible for the award.

Are clubs chartered during the current Rotary year eligible for this year's Club Excellence Award?

Yes. If a newly chartered club is in good financial standing and has achieved at least half of the available goals before the end of the Rotary year, it is eligible. If it was chartered after January, it will be considered in good standing. If it was chartered before January, it is considered to be in good standing if it has satisfied the January invoice payment on time.

Are satellite clubs eligible for the Club Excellence Award?

No. Satellite club goals and achievements should be combined with their sponsor club's goals.

## CLUB EXCELLENCE GOALS

How do I find the Club Excellence Award goals in Rotary Club Central?

1. Go to Club Goals on the left side of the page.
2. Select the Rotary year (in the middle of the screen).
3. Select the All Goals tab.

If goals have already been selected, all reported club leaders can click on the edit button to change the club's selection.

Why do clubs need to choose at least half of the goals to achieve the Club Excellence Award?

Allowing clubs to choose their goals provides flexibility. It also recognizes that some goals are more important or achievable than others, and this varies from club to club. Clubs need to achieve at least half of the goals available to receive an award for excellence.

Why are some goals marked as priority goals in Rotary Club Central, and how do they affect eligibility for the Club Excellence Award?

Changes to Rotary Club Central include prioritizing some goals that are most closely aligned with Rotary's Action Plan. Clubs can still choose the goals they want to set and achieve, and which goals they set has no impact on their eligibility for the award.

Clubs can now set longer-term goals in Rotary Club Central. How does this affect the Club Excellence Award?

Setting longer-term goals is a change in Rotary Club Central that allows clubs to plan beyond the current year. The Club Excellence Award is still tied to goals and achievements for the single year aligned to the award. We encourage clubs to set long-term goals as well. Although they won't **apply to the current year's achievements, they** will count toward the award in a future year.

Where can I find a list of the Club Excellence Award goals that I can print?

You can find the goals for [Rotary](#), [Rotaract](#), and [Interact](#) clubs on the [Club Excellence Award page](#).

How are new and existing members defined?

For the Club Excellence Award, new members are defined as those who were added on or after 1 July of the Rotary year specified. Existing members are those who were members before 1 July of the Rotary year specified.

What additional resources are available to guide my club on updating our bylaws?

If it has been a few years since your club last updated your bylaws or you cannot locate them, use the [Recommended Rotary Club Bylaws](#) or [Recommended Rotaract Club Bylaws](#) as a starting point. Your club can tailor these bylaws to your needs, as long as your changes align with [Rotary's constitutional documents](#) and the [Rotary Code of Policies](#). Complete the [Creating an Inclusive Club Culture](#) course in the Learning Center to find examples of how your club can ensure that your bylaws reflect the needs of your members.

What does it mean to sponsor a new club member?

Sponsoring a club member means inviting someone to attend a meeting, service project, or other event, and then helping them become a member of your club. A club sponsor can be reported to Rotary when [adding that member](#) to your club in My Rotary.

What are Rotary Action Groups and Rotary Fellowships?

[Rotary Action Groups](#) are independent, international, Rotary-affiliated groups whose **members have expertise in a particular topic. Aligned with Rotary's priority to increase** our impact, they use their knowledge and expertise to help clubs and districts plan and carry out large-scale humanitarian service projects. By connecting clubs with experts, partners, and funding and offering guidance on the best practices and project management strategies, action groups help Rotary members plan and implement projects that make a greater impact.

Other things to know about Rotary Action Groups:

- Membership is open to anyone. Rotarians, Rotaractors, and Rotary Peace Fellows can serve in leadership roles.
- By joining a Rotary Action Group, you can use your skills and expertise to advise other members about meaningful service projects outside your own club, district, or country.
- Rotary Action Groups provide networking opportunities with like-minded individuals from around the world.

[Rotary Fellowships](#) are international groups of people who share a common passion. Being part of a fellowship is a fun way to make meaningful connections around the world, explore a hobby or profession, and enhance your Rotary experience.

- Membership is open to anyone. Rotarians, Rotaractors, and Rotary Peace Fellows can serve as a chair of a fellowship, but anyone can serve in other fellowship leadership roles.
- Rotary Fellowships globally unite individuals around a common interest, culture, vocation, or recreational activity with the primary purpose to network, further friendship, and build community.
- Many fellowships offer opportunities to attend thematic activities and events online or in person.

How can I find out which members of my club are also members of a Rotary Action Group or a Rotary Fellowship?

RI currently does not track the membership information of Rotary Action Groups and Rotary Fellowships. Every action group and fellowship maintains its own membership

**data. You can find out about your club members’ engagement with action groups and fellowships by surveying your club members.**

What are examples of a leadership development program?

A leadership development program can be anything designed to give members opportunities to develop their leadership skills. Clubs can offer these opportunities to members, such as by asking them to be on a committee or lead a club initiative. They can also support members interested in professional development by offering a mentor program or opportunities to develop skills through new experiences, such as taking the professional development courses in [Rotary’s Learning Center](#) and creating a supportive environment as members practice their skills in the club.

Some clubs engage members who are knowledgeable about a specific topic, such as communication or team building, to help create seminars for members to develop skills in these areas. Some ask members to complete the [communication courses](#) in the Learning Center created by Toastmasters International and then practice giving a prepared speech.

What events are eligible for the learning event participation goal?

Any club leader who has attended a learning event to help them prepare for their role — virtually or in person — can be included toward this goal. Any additional leadership seminars can be included as well.

What social activities are eligible for the goal in Rotary Club Central?

Any social activity held separately from the regular club meeting that is available to all club members can be included toward this goal, including virtual events.

Can anyone host or sponsor youth exchange students?

No. Because we all need to adhere to RI policies and Rotary Youth Exchange certification standards, participating clubs need to function under district supervision of the district Rotary Youth Exchange program. Visit the [Youth Exchange page for members](#), **contact your district’s Youth Exchange chair, or write to [youthexchange@rotary.org](mailto:youthexchange@rotary.org)** for information on how you can participate in Rotary Youth Exchange.

What is eligible for RYLA participation?

This goal can include sponsoring or funding RYLA participants; planning, organizing or managing the event; or participating in, facilitating, or speaking at the event.

## REPORTING YOUR ACHIEVEMENTS

Where should I report my **club's achievements**?

You or another club leader can report your achievement of most goals in Rotary Club Central by marking them “Achieved.” Data-driven goals like membership numbers and Rotary Foundation giving are updated by Rotary automatically, so you don't need to report your achievement of those. For the service project achievements, club leaders need to upload project information into the [Service Project Center](#) for the goal to be achieved.

**Why is my club's membership growth for the previous year not showing? I didn't remove members until 1 July.**

Members who are added on 1 July are counted toward the next year's membership growth. Members who are removed on 1 July are counted toward the previous year's loss, since they aren't members at the start of the Rotary year. For example, members who are added on 1 July 2025 are counted toward membership growth for 2025-26. Members who are removed on 1 July 2025 are counted for the previous year (2024-25).

The membership trends graph in Rotary Club Central is updated based on 1 July membership figures, so it won't update throughout the year. To find your club's current membership figures, sign in to My Rotary and select Membership and Foundation Reports.

How can I report that my club achieved our service project goal?

This goal is marked as achieved by the system, so members cannot report it in Rotary Club Central. Instead, you need to add completed projects in the [Service Project Center](#). About 24 hours after you've done that, the achievement will update in Rotary Club Central.

How can I report an ongoing or completed service project?

Only service projects with end dates that occur during the current Rotary year will be counted toward the goal achievement in Rotary Club Central. If you have a multiyear project, you can opt to select other goals to achieve for the current year.

## **How can I review my club's progress toward the Club Excellence Award?**

Rotary and Rotaract members who have My Rotary accounts can review their club's accomplishments in the Club Excellence Recipients Report. You can find the report in My Rotary. Go to My Rotary, then Membership and Foundation Reports. In the Awards section, you'll find Club Excellence. Please remember that invoice payments processed after the due date won't be reflected in the report, even if the payment was made before the deadline. If this is the case, verify with your financial representative that your payment was received within 60 days. If they confirm it, the club won't be penalized, despite what the report shows. Please note that we cannot make updates to how the report displays information throughout the Rotary year.

## **I just achieved a goal for my club. Why isn't the achievement showing on the report?**

For most of the goals in Rotary Club Central, you or another club leader can report the achievement at any time. It may be 48 hours before it appears as achieved in the report.

For a few goals, such as membership numbers or Rotary Foundation giving, reporting the achievement happens automatically by RI and the data may not appear in Rotary Club Central for 24 hours. Please refer to the Club Excellence Recipients Report a day or two after reporting membership changes or submitting contributions. You can find instructions about how to access this report in the previous question.

## **Why isn't my club showing as having earned the Club Excellence Award on the Club Excellence Recipients Report?**

Sometimes clubs achieve their goals but forget to report their achievements in Rotary Club Central. The award is given to clubs that achieve their goals and report their achievements. Clubs also need to pay all club invoices within 60 days to be eligible. In addition, if your club received an exception for one of the requirements, it won't be reflected on the report. Sometimes clubs pay their dues invoice in full within 60 days but it's not reflected in the report. This may be because it was processed after the deadline. If this is the case, it won't be an issue when the award is processed at the end of the year, because the goal requirement is also fulfilled.

## RECIPIENTS

When do recipients of the Club Excellence Award get their certificates?

Rotary and Rotaract clubs should report their achievement of their goals by 30 June, the last day of the Rotary year. On 1 July, RI staff members download the Club Excellence Recipients Report to determine which clubs will receive the award. Certificates will be generated and sent via email in the first quarter of the new Rotary year. Requests for exceptions are considered individually through the end of September and should come **from the club's president for the previous Rotary year.**

What does my club get for earning the Club Excellence Award?

If a club successfully completes all the goals necessary, it will receive a digital Club Excellence Award certificate signed by the RI president.

How will certificates be distributed to clubs?

RI staff members will email immediate past governors in districts where clubs have earned the award. The email will include a link to a folder with the certificates. This allows district leaders to present their clubs with the certificates if they choose. A few weeks after links are sent to the past governors, the link to the certificates will be emailed directly to immediate past club presidents. The certificates will be organized by district number and club name.

### **My club earned the Club Excellence Award, but we didn't get the certificate.**

Where can we find it?

If you believe you earned this award in the previous Rotary year and didn't receive your certificate, write to [riawards@rotary.org](mailto:riawards@rotary.org). A link to the certificates for the 2024-25 Rotary year will be shared with the appropriate Rotary and Rotaract club and district leaders in the first quarter of 2025-26.

My club showed as having achieved the Club Excellence Award when I **checked the report earlier in the Rotary year. Why didn't we receive the certificate?**

The Club Excellence Recipients Report updates as membership or Foundation giving figures change. If it shows a club as having earned the award in May, for example, but not in June, it may be that members were terminated at the end of the year. This could **have affected the club's eligibility if membership growth was one of the selected goals.** The report is downloaded on 1 July to identify the recipients, with the goals achieved as

of that date according to the report determining eligibility. Members terminated on 1 July will be counted as membership losses for the previous Rotary year. Members added on 1 July will be counted as membership gains for the current Rotary year. If goal **achievements are updated after 30 June, they won't affect eligibility for the previous Rotary year.**

## INTERACT CLUB EXCELLENCE AWARD

How does the Club Excellence Award work for Interact clubs?

Interact clubs can be [nominated online](#) for the Club Excellence Award for Interact **Clubs. Nominations aren't accepted by email, mail, or phone. You can find a link to the nomination form on the [Club Excellence Award page](#).**

When does the nomination form for Interact Clubs open?

The [nomination form](#) for Interact clubs is available starting in late August or September of the current Rotary year until 15 August of the following Rotary year.

How do Interact clubs achieve the Club Excellence Award?

Interact clubs need to achieve more than half of their goals to earn the Club Excellence Award. The sponsor club president or Interact club adviser needs to submit the online nomination form indicating which goals have been met. You can find a [list of goals](#) and a link to the [nomination form](#) on the [Club Excellence Award page](#). If the club met at least half of the goals, the nominator receives a link to the certificate that they can download, print, and present to the Interact club. Only Interact clubs that have an active charter with Rotary International are eligible.

Who can nominate an Interact club for the Club Excellence Award?

Only sponsor club presidents and Interact club advisers can submit the nomination form for Interact clubs. If the Interact club is sponsored by more than one club, sponsor clubs should coordinate to submit the nomination.

Is there a list of Interact clubs that have achieved the Club Excellence Award?

Rotary International does not maintain or distribute a list.

**What do I do if the Interact Club Excellence Award certificate doesn't arrive?**

When the person nominating the Interact club submits the nomination form, they'll receive an email that links to the certificate if the club qualifies. The nominator can then **download the certificate and present it to the club. If the nominator doesn't have that email with the certificate link, it may be in their junk mail. If it's not there, they can write to [riawards@rotary.org](mailto:riawards@rotary.org) for help.**

# HOW TO ACCESS ROTARY CLUB CENTRAL

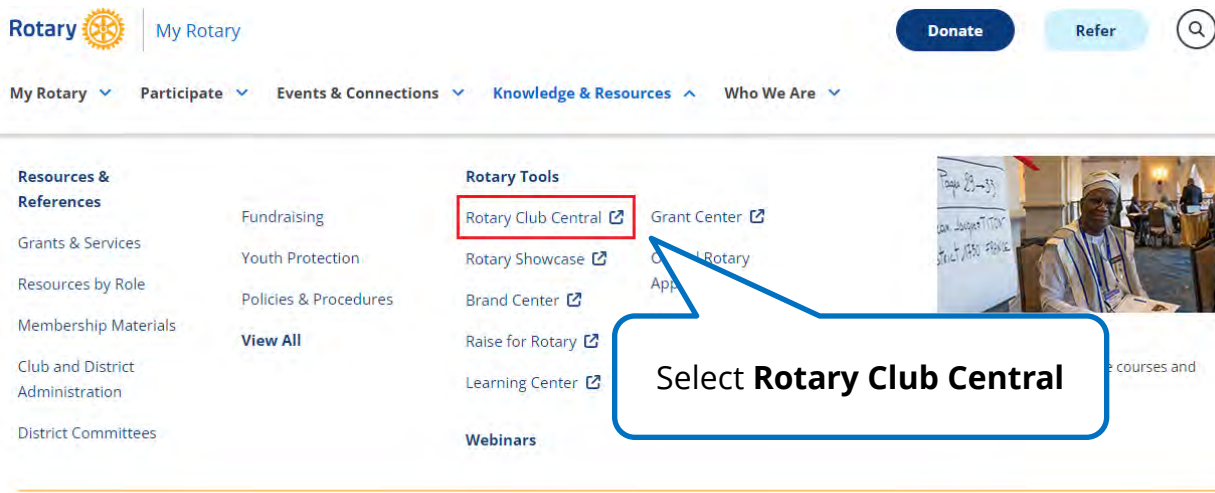
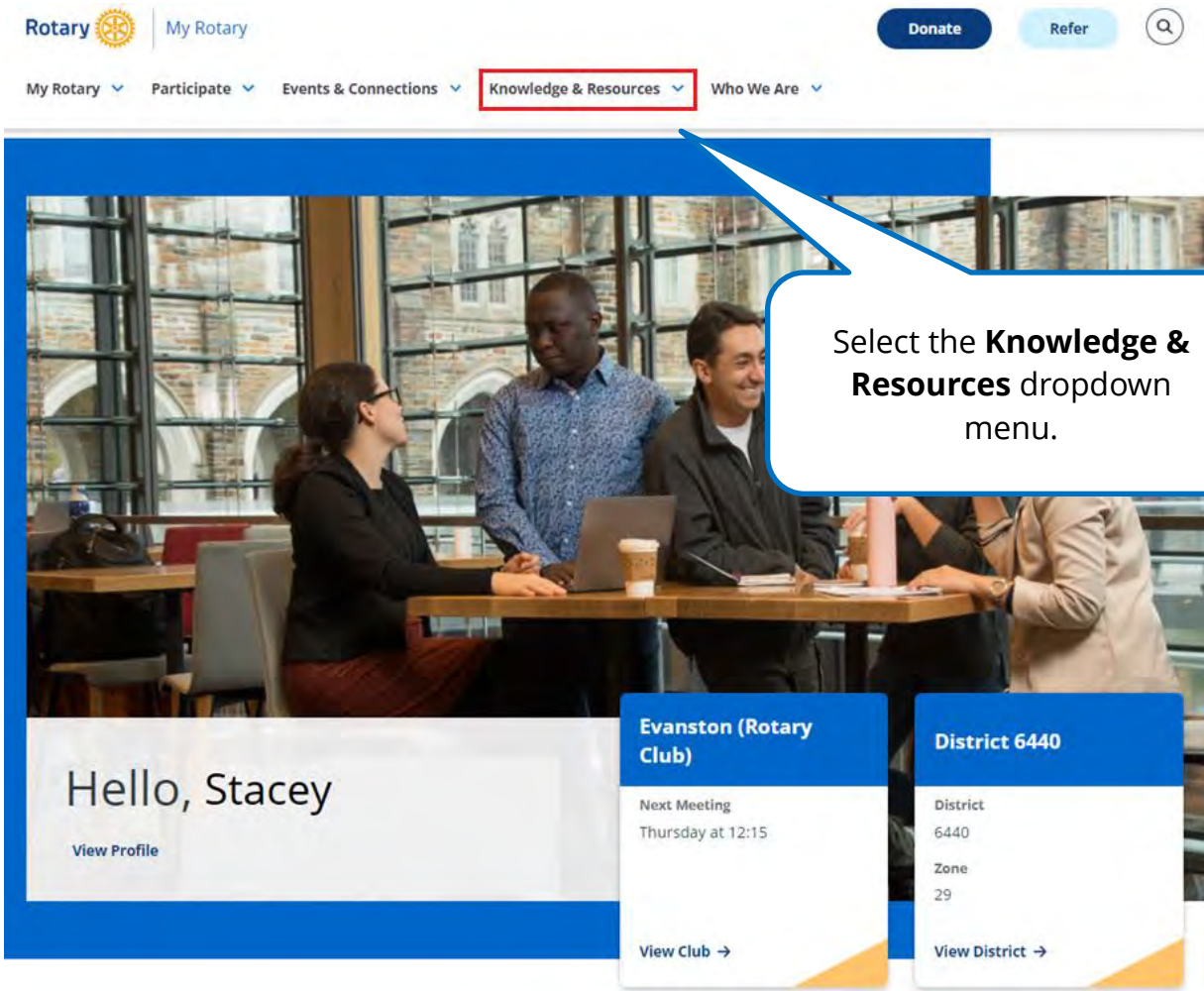


## SIGN INTO YOUR MY ROTARY ACCOUNT

The screenshot shows the top navigation bar with links for Rotary.org, Brand Center, English, Sign In, and Register. Below the navigation bar is the Rotary logo and "My Rotary" text, followed by "Donate" and "Get Involved" buttons and a search icon. The main content area features a large image of people working in a garden. Overlaid on this image is a white callout box with a blue border containing the text: "Go to My Rotary and sign in. Or choose **Register** to get a My Rotary account." Below the callout box, the text "Welcome to My Rotary" is displayed, followed by "Sign in or register to access your personalized My Rotary portal". A red box highlights the "Sign in" and "Register" links. Below this, a section titled "Easy access to resources" lists "Rotary Club Central", "Grant Center", and "Membership and Foundation Reports".

You can also go to [rotary.org/clubcentral](https://rotary.org/clubcentral) to reach the site directly. You'll be prompted to sign in to My Rotary or create an account if you haven't already.

# GO TO ROTARY CLUB CENTRAL



[View Knowledge & Resources Page >](#)

- Club Goals
- Global Summary
- Trends
- Service Projects
- Resources
- Reports
- Contact Us

## Club Goals

Choose and set the goals your club will focus on and track progress.  
[Learn how to set and track your club's goals](#)

### Rotary Club of **Anytown**

< 2024-25 >

PRINT

1 goal achieved of 4 selected

**All Goals** Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

EDIT

The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

#### ★ Priority Goals

<b>Strategic plan</b> ★ Priority	ACHIEVEMENT	
> Show goal details and history	<input checked="" type="checkbox"/>	
<b>Service participation</b> ★ Priority	ACHIEVEMENT	GOAL
> Show goal details and history	21	OF 25
<b>Annual Fund contributions</b> ★ Priority	ACHIEVEMENT (USD)	GOAL (USD)
> Show goal details and history	0	OF 4,000

# HOW TO VIEW INFORMATION



Members can view summary information two ways in Rotary Club Central: **Global Summary** and **Reports**

## Global Summary

**Club Goals**

Choose and set the goals your club will focus on and track progress.  
[Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

2024-25

1 goal achieved of 4 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

EDIT The goals you selected, select EDIT.

Priority Goals

Strategic plan Priority ACHIEVEMENT

Show goal details and history

Service participation Priority ACHIEVEMENT 21 OF GOAL 25

Show goal details and history

Rotary Club Central

My Rotary English

**Global Summary**

View the collective progress towards goals

Worldwide

2023-24

Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

Enhance Participant Engagement | 2023-24  
 Current Memberships: 1194168  
 as of: 08-Jan-2024

GOAL	CLUBS WITH GOAL	2023-24 ACHIEVEMENT		2023-24 GOAL
Service participation	4117 / 36876	2162	of	5109229
Social activities	3521 / 36876	302	of	22546
Rotary Action Group participation	2847 / 36876	133	of	8925
Leadership development participation	3666 / 36876	308	of	17453
District conference attendance	3987 / 36876	288	of	32189
Rotary Fellowship participation	3023 / 36876	328	of	23549
District training participation	3870 / 36876	992	of	21051

Select the organization level to view related summary data about progress towards goals. You can also view trends for each organization level on the Trends screen.

Global Summary  
View the collective progress towards each goal worldwide and across your zone, district or club groups

District **0000**  
2023-24

Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

Enhance Participant Engagement | 2023-24  
Current Membership: 1523  
as of: 08 Jan 2024

GOAL	CLUBS WITH GOAL	2023-24 ACHIEVEMENT	2023-24 GOAL
Service participation	23 / 53	55 of	453
Social activities	17 / 53	4 of	113
Rotary Action Group participation	16 / 53	4 of	32
Leadership development participation	9 / 53	3 of	71
District conference attendance	1 / 53	5 of	73
Rotary Fellowship participation	5 / 53	2 of	40
District training participation	3 / 53	8 of	100

Each of the goals in the category is displayed.

The **Clubs With Goal** column shows the number of clubs that have set a goal, and the number of clubs in the district.

The **Achievement** column shows the total reported progress against the goal.

This column shows the goal total for all clubs who have set a goal.

Select the information button for a description on how the displayed data was calculated.

How are these numbers calculated?  
Clubs with Goal - Number of clubs that have set a service participation goal out of the total number of clubs for selected area.  
Achievement Aggregation - Sum of club members reported by clubs as participating in service activities for selected area. Goal Aggregation - Sum of individual club goals for number of members participating in service activities for the selected area.

Print

Select **Print** for a copy of the goal summary information.

# Reports

Select **Reports**. Then select the report you'd like to view.

Rotary Club Central

English

ent, service, and Foundation giving.

PRINT

Reports These reports provide context for y

Members & Eng... ary Foundation Giving Service

Reports

REPORT

- Club Growth
- Club Membership Profile
- Listing of Sponsored and Satellite clubs
- Member Viability and Growth
- Members in a Club
- Membership Termination Profile
- New Member Sponsor

District Reports

REPORT

© 2023 Rotary International

You can also find club and district reports by selecting the **Knowledge & Resources** tab then **Club & District Administration** on My Rotary

Web Intelligence

Club Type (Rotary or Rotaract) (All values) Club Subtype (All values)

Track Drill Filter Bar Freeze Outline

Rotary CLUB GROWTH  
For Rotary (2023 - 2024)

*Club Growth for District*

			01-Jul	01-Jul	31-Jul-23	31-Aug-23	30-Sep-23	31-Oct-23	
			2023 - 2024	#	% Growth	#	% Growth	#	% Growth
Club ID	Club Type	Club Name							
Rotary Club			30	31	3%	31	3%	32	7%
Total Member Count For District				31	3%	31	3%	32	7%

Club Growth (Detail)  
Data as on : 14 December 2023

Page 1 of 2

MIDMA00016.2212

Club Growth (Detail) Club Growth (Chart) Club Growth (District Chart)

You can view the report on the page or print it. You can also export the report to PDF, Excel, or CSV format.

You can view some reports as a chart or table

# HOW TO SET A GOAL

## For club officers



### FIND GOALS TO TRACK

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

< 2024-25 >

1 goal achieved of 4 selected

All Goals: Enhance Participant Engagement | Increase our Impact | Expand Our Reach | Increase Our Ability to Adapt

The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

★ Priority Goals

- Strategic plan ★ Priority
- Service participation ★ Priority
- Annual Fund contributions ★ Priority

My Rotary English

Before choosing your club's goals, make sure the **appropriate year** is listed

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track progress. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

< 2024-25 >

1 goal achieved of 4 selected

All Goals: Enhance Participant Engagement | Increase our Impact | Expand Our Reach | Increase Our Ability to Adapt

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals

★ Priority Goals

- Strategic plan ★ Priority
- Service participation ★ Priority
- Annual Fund contributions ★ Priority

My Rotary English

If the **Edit** button appears, select it to find goals your club wants to track. If this button reads **Save** and goals are displayed, proceed to the next step.

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track progress. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

< 2024-25 >

1 goal achieved of 4 selected

All Goals: Enhance Participant Engagement | Increase our Impact | Expand Our Reach | Increase Our Ability to Adapt

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals

ACHIEVEMENT	GOAL	SELECT GOAL
21	OF 25	<input checked="" type="checkbox"/>
ACHIEVEMENT (USD)	GOAL (USD)	SELECT GOAL
0	OF 4,000	<input checked="" type="checkbox"/>

My Rotary English

Select the goals your club wishes to track by selecting the check boxes next to them

# SET A GOAL

The screenshot shows the 'Club Goals' page for the Rotary Club of Anytown. The page includes a sidebar with navigation options like 'Global Summary', 'Trends', 'Service Projects', 'Resources', 'Reports', and 'Contact Us'. The main content area shows a selection of goals for the 2024-25 year. A 'SAVE' button is highlighted with a callout box that says 'Select Save after you've entered a goal value'. Another callout box points to a 'GOAL' input field in a table, with the text 'Enter a goal value in the box titled Goal'. The table below shows goal details for 'Service participation' and 'Annual Fund contribution'.

ACHIEVEMENT	OF	GOAL	SELECT GOAL
21		25	<input checked="" type="checkbox"/>
ACHIEVEMENT (USD)	OF	GOAL (USD)	SELECT GOAL
0		4,000	<input checked="" type="checkbox"/>

# HOW TO REPORT PROGRESS ON A GOAL

## For club officers



### FIND GOALS TO UPDATE

**Rotary Club Central** My Rotary English

### Club Goals

Choose and set the goals your club will focus on and track progress. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**  
< 2024-25 >  
1 goal achieved of 4 selected

**All Goals** Enhance Participant Engagement Increase our Impact Expand Our Reach

**EDIT** The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

#### Priority Goals

GOAL	ACHIEVEMENT
Strategic plan	21 OF 25
Service participation	
Annual Fund contributions	0 OF 4,000

**Before reporting progress on goals, make sure the appropriate year is listed**

**Select Edit to see a list of club goals**

**Rotary Club Central** My Rotary English

### Club Goals

Choose and set the goals you want to track. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**  
< 2024-25 >  
1 goal achieved of 4 selected

**All Goals** Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

**SAVE** **CANCEL** Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

**Sort selected goals**

GOAL	ACHIEVEMENT	SELECT GOAL
Strategic plan	21 OF 25	<input checked="" type="checkbox"/>
Service participation		<input type="checkbox"/>
Annual Fund contributions	0 OF 4,000	<input checked="" type="checkbox"/>

**Find the goals that you plan to update**

**Tip: Select Sort selected goals to arrange your club's goals for easy updating**

# UPDATE A GOAL

The screenshot shows the Rotary Club Goals page for the Rotary Club of Anytown, covering the 2024-25 period. The page includes a sidebar with navigation options like Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area displays a list of goals, with one goal selected for editing. A callout box points to the 'ACHIEVEMENT' column, indicating where to enter progress. Another callout box points to the 'SAVE' button, indicating when to click after reporting progress.

Rotary Club of **Anytown**

2024-25

1 goal achieved of 4 selected

**All Goals** Enhance Participant Engagement • Increase...

SAVE CANCEL Which goals will you...

Priority Goals

Strategic plan • Priority

Service participation

Annual Fundraising

ACHIEVEMENT GOAL SELECT GOAL

21 OF 25

ACHIEVEMENT (USD) GOAL (USD) SELECT GOAL

0 OF 4,000

Enter your club's progress towards a chosen goal in the **Achievement** column

Select **Save** after you've reported progress on your club's goal

# HOW TO RECORD SERVICE ACTIVITIES AND EXPORT TO ROTARY SHOWCASE



Welcome to Rotary Club Central, the o  
Explore data and trends related to yo  
goals, project activities, and more.  
**Please note: data reported in othe  
be delayed for at least 24 hours.**

Global My Zone My District My Club Group My Club

## Rotary Club of

### Membership Trends

	2012-13	2013-14	2014-15	2015-16	2016-17
July 1	-	-	-	-	-
Achievement	90	82	85	82	85
Goal	0	0	0	0	87

### Gender Trends

	2012-13	2013-14	2014-15	2015-16	2016-17
Female	23	25	23	25	28
Male	59	60	59	57	57
Unreported	0	0	0	0	0

**1** NAVIGATE TO SERVICE ACTIVITIES

Select Service Activities

As you work to m  
track your proje  
participation, a

## Service Activities

Rotary Club of

**2** ADD SERVICE PROJECTS  
There are three ways to do this

Add New Service Project

Repeat Past Service Project

IMPORT FROM ROTARY SHOWCASE ...

Select Add New Service Project to enter a project that isn't in Rotary Club Central or Rotary Showcase

Select Import From Rotary Showcase to add a project from that site

Select Repeat Past Project to copy details of a project that's already in Rotary Club Central

Dashboard  
Goal Center  
Global View  
**Service Activities**  
Resources  
Reports  
Contact Us  
SETTINGS  
Lar

### Add a new service project

Click Save once you've entered your project's details

Enter the name of your project

Enter the start date of your project

3 ADD PROJECTED SERVICE PROJECT DETAILS

Enter the estimated project details in the Projected column

Project metrics

	PREVIOUS PROJECTED/PREVIOUS ACTUAL	PROJECTED	ACHIEVEMENT
Number of volunteers	-/-		
Total number of volunteer hours	-/-		
Cash contributions	-/-	USD	
Value of donated goods and services	-/-	USD	

Additional project details

Category: Vocational, Young Leaders, Fundraiser, Area of Focus, Polio

Partners: Interact, Rotaract, Rotarian Action Group, Rotary Club(s), Rotary Community Corps

Area of Focus: None, Basic Education and Literacy, Disease Prevention and Treatment, Economic and Community Development, Maternal and Child Health

If you're repeating a project, the Previous Projected/Actual column will show data from that past project. Use this information to estimate your new project's details.

Select the partners you're working with on the project

Select the project category. You can use this information to search for past projects.

For Area of Focus, select the category that your project supports

# 4

## ADD COMPLETED PROJECT DETAILS

Enter the end date of your project

- Dashboard
- Goal Center
- Global View
- Service Activities**
- Resources
- Reports
- Contact Us

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**Project timeline** START DATE \* required **END DATE** **PROJECT COMPLETE**

Choose the dates that best reflect when work on the project began and, if applicable, ended. The

**ACHIEVEMENT**

Number of volunteers	PROJECTED	ACHIEVEMENT
Total number of volunteer hours		
Cash contributions	USD	
Value of donated goods and services	USD	

Enter contributions and volunteer participation from your project in the column titled Achievement

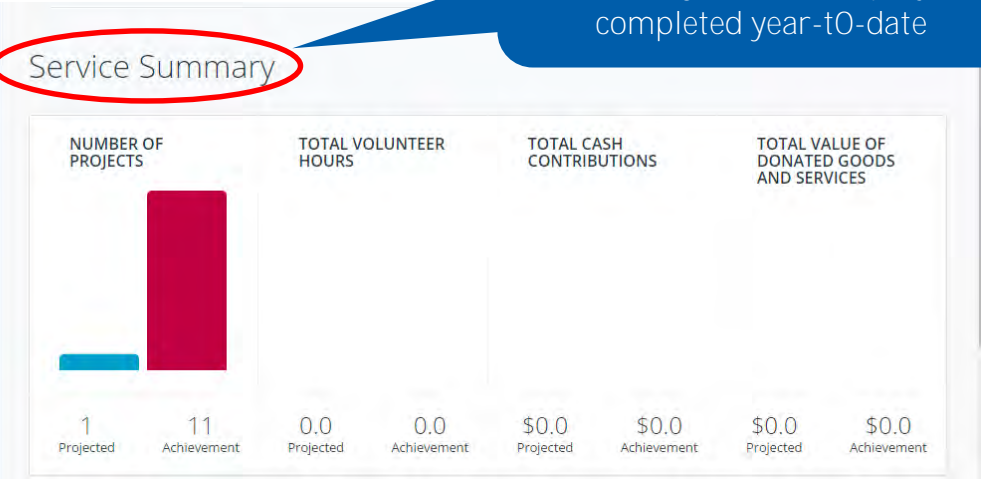
Select Yes to mark the project complete

On the Service Activities page, scroll to Service Summary for data on projects completed year-t0-date

Contact Us

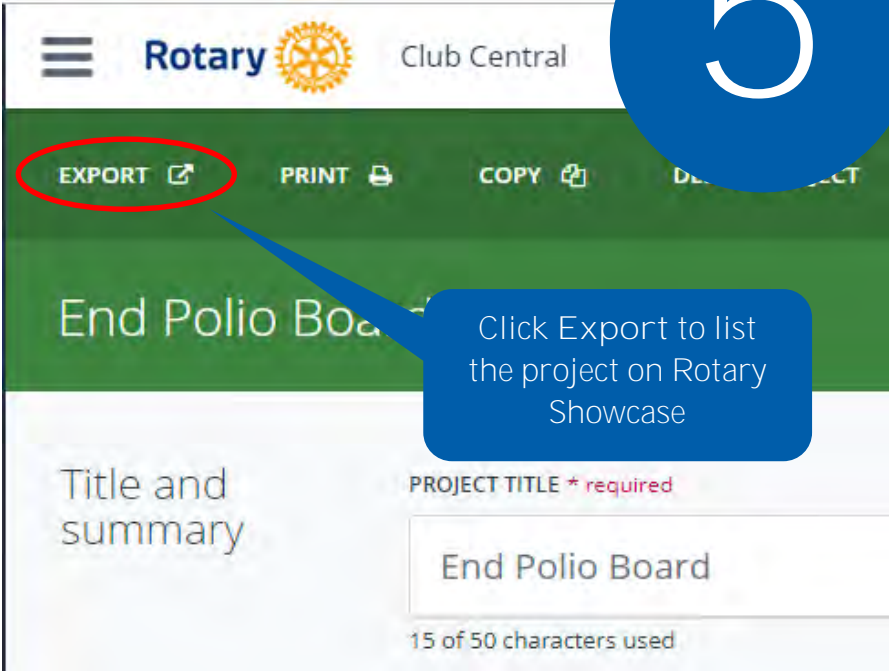
SETTINGS

Language

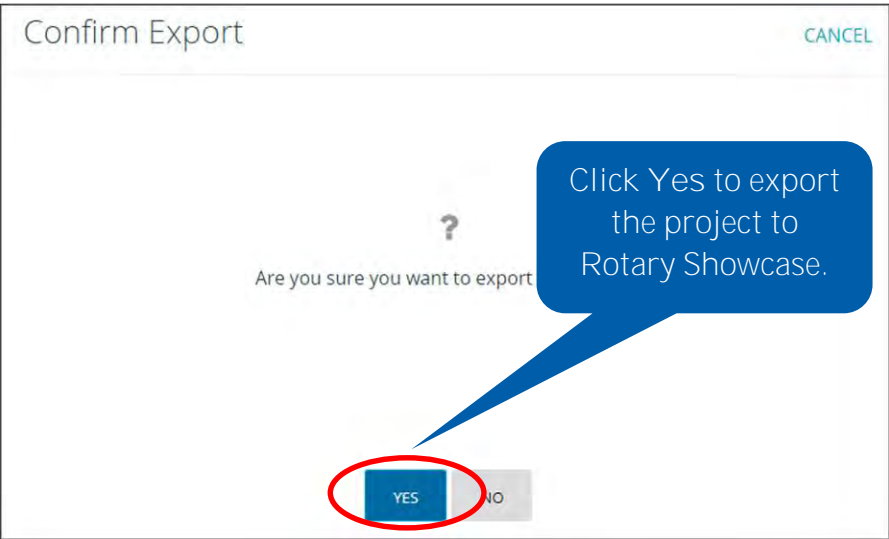


5

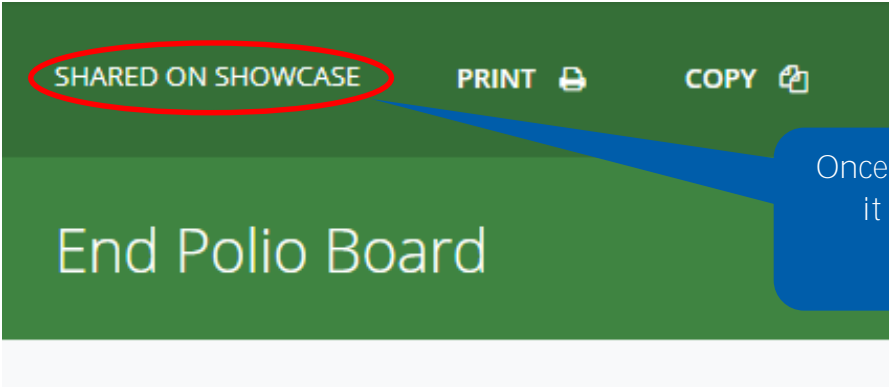
EXPORT PROJECT TO ROTARY SHOWCASE



Click Export to list the project on Rotary Showcase

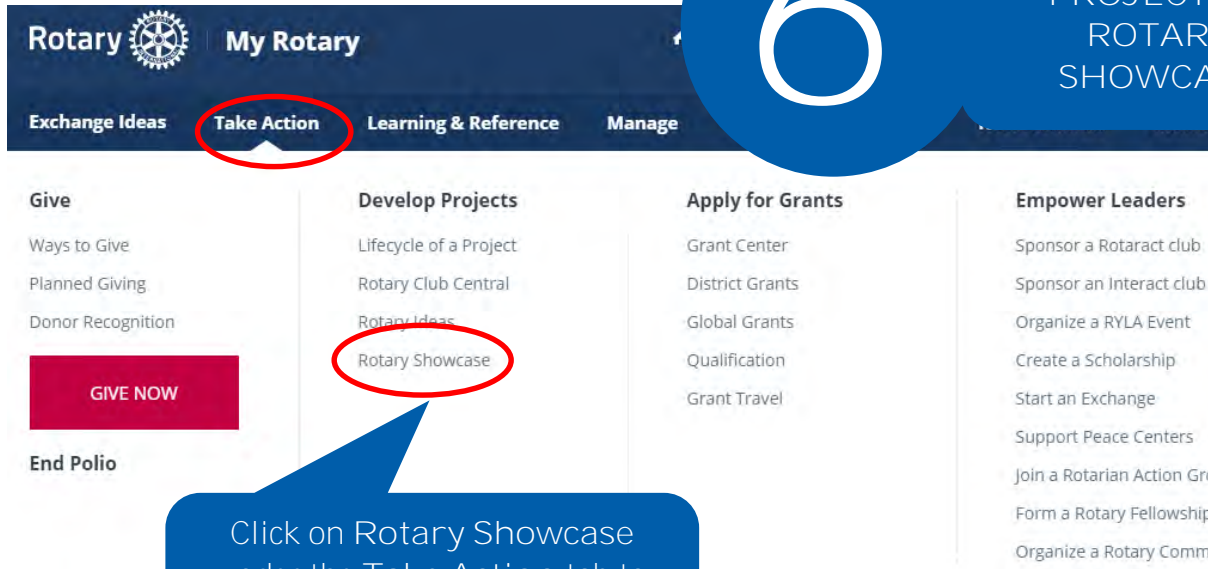


Click Yes to export the project to Rotary Showcase.



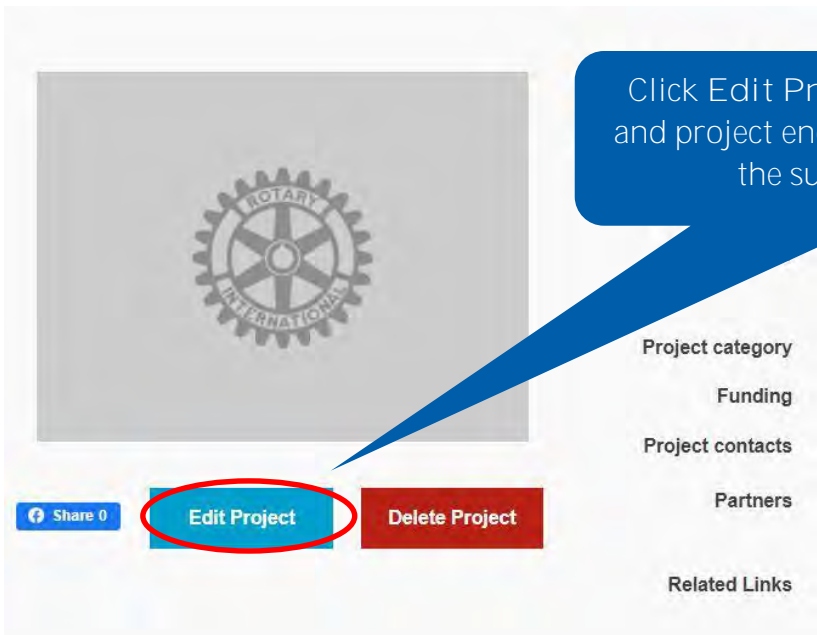
Once the export is complete, it will say Shared on Showcase.

# 6 VIEW AND EDIT PROJECT ON ROTARY SHOWCASE



Click on Rotary Showcase under the Take Action tab to view and edit your project on Rotary Showcase

Click the My Club Projects to see your own club's projects



Click Edit Project to add photos, videos, and project engagement details to showcase the success of your project

