

Understanding the Rotary Citation



SERVE TO CHANGE LIVES


This guide should provide a quick understanding of how to qualify for the Rotary Citation in 2021-22. Here are the important things to know:

- To qualify, your club must set and achieve its **own goals** in at least **13** of 25 Goal Categories (half of the categories). You may select categories important to you and set your target level of achievement in each.
- Achievements in each category must be entered by the club in Rotary Club Central, except for Membership, Annual Fund and PolioPlus contributions which will be updated from Rotary.org data in real time.
- Set a goal in each of at least 13 categories - more categories if you wish (you only need to accomplish 13).
- Enter your club's accomplishments in Rotary Club Central by **June 30, 2022**. When you've achieved your goals in at least 13 categories you qualify for the Citation. **Important:** If you're counting on a Membership achievement, your membership must be sustained through June 30, 2022. A late termination or two sometimes trips clubs up.

----- Goal Entry Process -----

1. Start at Rotary.org/ClubCentral
2. Log in. If you're unable to log in, you may need to Create an Account in My Rotary - use the "REGISTER FOR AN ACCOUNT" button, follow the prompts and watch for a confirming email.
3. Click Goal Center on the left navigator:
4. Change the year at the top to 2021-22. You may need to click the "All" tab on the right. An editable list of all 25 available Goal Categories will open.
5. Check the Select Goal box for those you intend to pursue. Remember - you can choose as many Categories as you wish, of which you must achieve 13.
6. Note the "**Show goal details and history**" link - that provides data for prior years that will be helpful in arriving at realistic and achievable goals:

Club membership ▶ Show goal details and history	ACHIEVEMENT -	OF	GOAL -	SELECT GOAL <input checked="" type="checkbox"/>
	As Of 11-Feb-20		Enter Goal Value	

7. You do not have to enter all goals at once - take your time, click  before leaving.
8. Likewise, you can enter your achievements in the same place, at any time prior to June 30, 2022.
9. **Goals should be entered by July 31, 2021.**

If you have questions, please contact your District Governor or Assistant Governor.

CITATION GOALS AND INSTRUCTIONS



To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing – or having paid each invoice balance in full upon receipt. 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 club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation 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.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central

Once you are in Rotary Club Central, navigate to the **Goal Center**, select the **year**, and click on the **All tab** to see the goals.

Goal	Goal Detail
Club membership	How many total members does your club want by the end of the Rotary year?
Service participation	How many members will participate in club service activities during the Rotary year?
New member sponsorship	How many members will sponsor a new club member 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?
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 committee chairs will attend the district training assembly?
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?

CITATION GOALS AND INSTRUCTIONS



Goal	Goal Detail
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?
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?
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?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
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?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?
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?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
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?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?
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?