



# **THE MAGIC OF ROTARY**

**PRESIDENT ELECT TRAINING  
PRE-PETS 2024  
DISTRICT 6360**

**SERVING SW MICHIGAN**

# WELCOME TO PRE-PETS !

CONGRATUATIONS! Thank you for stepping forward to serve as President of your Rotary Club starting on July 1, 2024.

Pre-President Elect Training is designed to help you begin planning for your year as President. We will spend time getting to know one another, and discuss some important topics that will be helpful to you in getting ready to lead your club. The agenda will include:

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I am pleased to be working with you as we begin this exciting leadership journey. Together, we will lead our clubs and District into a year of membership growth, increased engagement, impactful community service and sustainable change, all while remembering to have some fun along the way!

Let's make Rotary Year 2024-2025 a time to look back on with a sense of pride and accomplishment!

Warmest Regards

*Mark Odland*

Mark Odland, District Governor 2024-2025

February 2024





## ROTARY'S VISION STATEMENT

**TOGETHER** WE SEE A WORLD  
**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 next five years.

## ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

### 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



## ROTARY'S ACTION PLAN

# WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how *you* can bring Rotary's Action Plan to life.

# ROTARY'S ACTION PLAN

## INCREASE OUR IMPACT



**DEVELOP A STRATEGY** for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

**CONDUCT A COMMUNITY ASSESSMENT** to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

**FOCUS YOUR EFFORTS.** Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

of service and program offerings, but to be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

## EXPAND OUR REACH



**SET A GOAL** to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

**USE ROTARY'S MEMBERSHIP TOOLS** and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

**BE SURE TO TELL COMPELLING STORIES** about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.

## ENHANCE PARTICIPANT ENGAGEMENT



### FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE

— both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS**. Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

**USE OUR CURRICULUM** in the Learning Center, to develop leadership and other skills in members and participants.

## INCREASE OUR ABILITY TO ADAPT



**HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS** with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

**SET ASIDE A SMALL FUND** to try new ideas. Expand initiatives that succeed and document what you learn from those that don't.

**REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS** and look for ways to be more efficient — whether it's by reducing, combining, or eliminating responsibilities or using different technology.

**ESTABLISH A CONTINUITY PLAN**. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be cohesive and all will be invested in a joint success.



# ROTARY'S AREAS OF FOCUS





## PEACEBUILDING AND CONFLICT PREVENTION

More than 79.5 million people fled war, persecution, and conflict in 2019, according to the United Nations – the highest number the organization had ever recorded. Although the solutions that will end violent conflict are complex, Rotary believes that when groups of dedicated people work to create peace in their communities, their efforts can have a global effect.

### BUILDING PEACE

Peace has a unique status in Rotary. We approach peace not as an abstract concept, but as a living, dynamic expression of human development.

As a humanitarian service organization, we hold it as both a cornerstone of our mission and an area of focus – one of the main ways in which our members strengthen communities.

Rotary’s peacebuilding initiatives seek to create environments where lasting peace is possible. We do this by:

- Continually investing in sustainable and measurable peace programs in our communities and around the globe
- Educating and creating an extensive network of peacebuilders and community leaders dedicated to peacebuilding and conflict prevention
- Providing members with several ways in which they can actively engage with, contribute to, and promote peacebuilding initiatives in their communities

### TAKE ACTION

Rotary supports training, education, and practices related to peacebuilding and conflict prevention through initiatives that help create social cohesion and that transform conflict in our own communities and around the world.

Our members focus on prevention and transformation – identifying and working to resolve the underlying conditions, relationships, and social structures that give rise to conflict. By addressing the causes of conflict, communities can move beyond conflict resolution or management to change the environment that led to violence or a threat of violence. This focus on transformation helps ensure sustainable and lasting peace.

Rotary members can engage with this area of focus by designing projects and programs that:

- Enhance the capacity of individuals and communities to transform conflict and build peace
- Train community members in peace education, peace leadership, and conflict prevention and resolution
- Provide services that help integrate vulnerable people or those affected by conflict into society
- Improve dialogue and community relations to determine the best way to manage community resources
- Fund graduate scholarships for career-minded professionals related to peacebuilding and conflict prevention
- Create platforms for cross-cultural exchanges and dialogue

The Rotary Action Group for Peace and the Rotary Action Group for Refugees, Forced Displacement, and Migration bring together the family of Rotary and like-minded experts to support clubs and districts with their projects.





## DISEASE PREVENTION AND TREATMENT

### PREVENTING DISEASE

Noncommunicable diseases, such as cardiovascular diseases, diabetes, dementia and cancer, accounted for seven of the world’s top 10 causes of death in 2019, according to the World Health Organization. Each year, more than 15 million people aged 30 to 69 die prematurely as a result of noncommunicable diseases, with 85% of those premature deaths occurring in low- and middle-income countries.

Despite a global decline in the percentage of deaths due to communicable diseases, they remain a challenge, primarily in low- and middle-income countries. Although the world is on the brink of eradicating polio, communicable diseases such as tuberculosis, HIV/AIDS, and malaria are still leading causes of death in these countries with reports of decreasing or plateauing progress.

And according to the WHO, 1 billion people suffer from neglected tropical illnesses, such as dengue fever, Chagas’ disease, sleeping sickness, and river blindness.

### TIPS FOR SUCCESS

- 1 Consult with Rotary members who have medical or public health expertise to assist in developing your project idea.
- 2 Communicate with local and regional hospitals, clinics, universities, and ministries of health to avoid duplicating efforts and to take advantage of local resources.
- 3 Enlist community health care workers and other health and medical volunteers to support project development and implementation.
- 4 Partner with successful community-based organizations to strengthen their capacity and expand existing services.

#### TAKE ACTION

Help immunize people against vaccine-preventable diseases.

#### TAKE ACTION

Support health education programs that explain how diseases are spread and promote ways to reduce the risk of transmission.

#### TAKE ACTION

Provide training to local health care providers and community health workers.

#### TAKE ACTION

Organize activities to address behavior that can be changed such as an unhealthy diet, lack of physical activity, etc.





# WATER, SANITATION, AND HYGIENE

## SANITATION AND HYGIENE

Nearly 2 billion people lacked access to basic sanitation facilities in 2020, according to UNICEF figures. Of these, 673 million still defecate in the open. Poor sanitation is linked to the transmission of diseases such as cholera, diarrhea, dysentery, hepatitis A, typhoid, and polio. It can also undermine the growth and development of children.

At least 10% of the world’s population is estimated by the WHO to consume food irrigated by untreated wastewater. Each year, 297,000 children under the age of five die from preventable water and sanitation-related diarrheal diseases.

### TIPS FOR SUCCESS

- 1 Avoid telling a community what sanitation solutions it needs. Instead, work with residents to determine what technology and education is most appropriate, and explore several options. Be sure to include women in the discussion and decision-making process.
- 2 Use professionals to develop and implement hygiene education programs that use participatory learning to promote behavior changes and healthy habits. Teaching that uses only methods such as lectures or informational pamphlets is rarely successful.
- 3 Avoid fully subsidizing or donating toilet facilities to households, especially if a local market for sanitation is developing in the region. This can undermine the growth of local sanitation businesses and sanitation marketing campaigns.

### TAKE ACTION

Train teachers to instruct students in healthy habits in schools, using participatory lessons in sanitation and hygiene and including subjects such as menstruation.

### TAKE ACTION

Increase access to water and sanitation services and expand watershed protection and restoration measures in order to improve water quality and quantity and reduce the vulnerability to water-related risks and stresses.

### TAKE ACTION

Support communities as they construct their own toilets, using local materials and resources.



The Water, Sanitation, and Hygiene Rotary Action Group and the Rotary Action Group for Menstrual Health & Hygiene help clubs and districts plan and carry out activities in their areas of expertise.



## MATERNAL AND CHILD HEALTH

### CHILD HEALTH CARE

An estimated 5.2 million children under age five died mostly from preventable and treatable causes in 2019, according to the WHO. Globally, preterm birth, birth asphyxia and trauma, and congenital anomalies, as well as infectious diseases such as pneumonia, diarrhea, and malaria, are the leading causes of these deaths. More than 80% of these deaths occurred in sub-Saharan Africa and central and southern Asia.

The UN Sustainable Development Goals include specific targets for reducing the preventable deaths of newborns and children under age five by 2030.

A

### REPRODUCTIVE HEALTH

According to the WHO, 214 million women in developing countries had unmet needs for modern contraception in 2017. Having access to contraception offers benefits including more possibilities for education and economic development, and in some cases prevents the transmission of HIV and other sexually transmitted infections.

#### TIP FOR SUCCESS

1

Take the time to understand people's beliefs about contraception and create an environment of open, nonjudgmental communication to build productive working relationships in the community.



TAKE ACTION

Develop or support programs that provide immunizations against vaccine-preventable diseases for children under age five.

TAKE ACTION

Promote good nutrition, especially for women who are pregnant, might become pregnant, or recently gave birth. Encourage exclusive breastfeeding whenever possible for the first six months of a child's life.

TAKE ACTION

Provide information about access to contraceptives. Filling the unmet need for contraception could reduce the number of maternal deaths by nearly one-third.

TAKE ACTION

Provide information about and access to testing and treatment for HIV and other sexually transmitted infections.

TAKE ACTION

Eliminate mother-to-child HIV transmission by increasing access to testing and antiretroviral drugs.

The Rotary Action Group for Reproductive, Maternal, and Child Health and the Rotary Action Group for Clubfoot help clubs and districts adapt proven solutions that improve maternal and child health and that meet the needs of local communities.



## BASIC EDUCATION AND LITERACY

More than 79.5 million people fled war, persecution, and conflict in 2019, according to the United Nations – the highest number the organization had ever recorded. Although the solutions that will end violent conflict are complex, Rotary believes that when groups of dedicated people work to create peace in their communities, their efforts can have a global effect.

## TEACHER PROFESSIONAL DEVELOPMENT

Teachers around the world face challenges every day as they seek to serve their students and provide them with the best education possible. In addition to the usual challenges, the COVID-19 pandemic illustrated that many teachers didn't have the training or equipment to lead or provide distance education – especially those with no initial teacher education and few opportunities for in-service training.

To reach universal primary and secondary education in 2030, nearly 69 million more teachers are needed, according to the UN – more than 24 million for primary education and more than 44 million for secondary education. Sub-Saharan Africa has the lowest percentage of trained teachers: 65% at the primary level and 51% at the secondary level. The ratio of pupils to trained primary teachers is 58-to-1 in sub-Saharan Africa and 40-to-1 in southern Asia.

### TIPS FOR SUCCESS

- 1 Spend time talking with people in the school community, especially teachers, before planning a project to make sure you understand their goals, strengths, challenges, and needs.
- 2 Develop long-term relationships with teachers to ensure that they have access to the latest training and materials.
- 3 Consult with local education officials to design appropriate teacher training programs and ways to implement them that will complement the school, local, or national curriculum.

### TAKE ACTION

Organize a vocational training team to offer underserved communities training in how to implement a curriculum.

### TAKE ACTION

Provide professional development for teachers and supplies such as teaching aids, textbooks, and classroom enhancements.

The Basic Education and Literacy Rotary Action Group brings together experts from many educational specialties to help clubs and districts design and implement effective programs.





## COMMUNITY ECONOMIC DEVELOPMENT

Global extreme poverty rose in 2020 for the first time in more than 20 years, the World Bank said, as the COVID-19 pandemic compounded the effects of conflict and climate change — which were already slowing the progress in reducing poverty. The World Bank expected about 150 million additional people to be living in poverty by the end of 2021 as a result of the pandemic.

In 2018, 4 out of 5 people below the international poverty line lived in rural areas.

- Half of the poor are children. Women are a majority of the poor in most regions and in some age groups.
- Climate change could drive 68 million to 132 million people into poverty by 2030. The issue is a particular threat in sub-Saharan Africa and southern Asia, where most of the global poor are concentrated.

## INCOME GENERATION AND FINANCIAL INCLUSION

About 1.7 billion adults around the world don't have an account at a financial institution or through a mobile money provider, according to a 2017 World Bank report. That was down from 2 billion in 2014.

More than 55 countries have made commitments to financial inclusion since 2010, the World Bank said, with more than 60 launching or developing a national strategy.

### TAKE ACTION

Partner with a local and credible microlender to improve people's access to financial services and support a financial infrastructure in the community.

### TAKE ACTION

Develop mobile banking resources in partnership with a microlender. Cell phones, which can be used to make deposits and transfer funds, can increase access to banking systems in developing communities.

### TIPS FOR SUCCESS

- 1 When you support service projects in a developing community, purchase goods and supplies locally to stimulate the economy and avoid unnecessary shipping fees.
- 2 Establish a Rotary Community Corps (RCC) and empower members to take action. RCC members can help identify barriers to the community's economic progress and develop sustainable solutions.
- 3 Provide training to people based on the community's needs, with a clear plan to sustain the projects and businesses.

### TAKE ACTION

Encourage and support sustainable sourcing for rural areas. Equipment to support farming or other trades is beneficial if you include training in the project. Providing tools and training so that the community can be self-sufficient encourages sustainability.





## ENVIRONMENT

Global environmental issues represent some of the defining challenges facing humanity, and solutions that account for our relationship with nature and natural resources connect us both locally and globally. More than half of the UN's 17 Sustainable Development Goals for 2030 are closely linked to environmental sustainability.

The scale and interconnectedness of these challenges means that communities and organizations need to observe basic safeguards but are also empowered to take positive and restorative action. Rotary members have organized thousands of community-based solutions across the globe to support a healthy environment, from beekeeping in Germany to preventing deforestation in the Philippines and harvesting rainwater at schools in Jordan. The environment presents a wealth of service opportunities.

### TAKE ACTION

Rotary supports activities that strengthen the conservation and protection of natural resources, advance environmental sustainability, and foster harmony between people and the environment. Our members work on addressing environmental problems such as pollution and habitat degradation. Addressing the root causes of such problems for the benefit of people and nature often requires collaboration with multiple stakeholders.

You can engage with this area of focus by designing projects and programs that seek to:

- Protect and restore land, coastal, marine, and freshwater resources
- Enhance the capacity of communities and local governments to support natural resource management and conservation
- Support agroecology and sustainable agriculture, fishing, and aquaculture practices to improve ecological health
- Address the causes of climate change and climate disruption and support solutions to reduce the emission of greenhouse gases
- Strengthen the resilience of ecosystems and communities affected by climate change and climate disruption
- Support education to promote behaviors that protect the environment
- Advocate for the sustainable consumption of products and the environmentally sound management of byproducts to build a more resource-efficient economy
- Address environmental justice issues and environmental public health concerns



The Environmental Sustainability Rotary Action Group helps clubs and districts carry out a range of environmental programs by understanding the best practices, working with other organizations to create resources and learning opportunities, and advising on program design and implementation.

# ROTARY CLUB GOALS

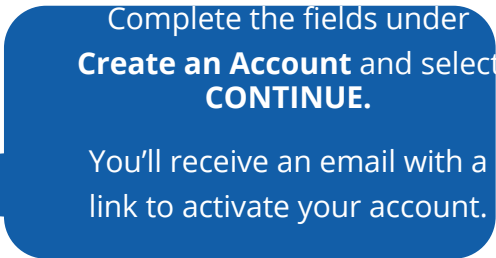
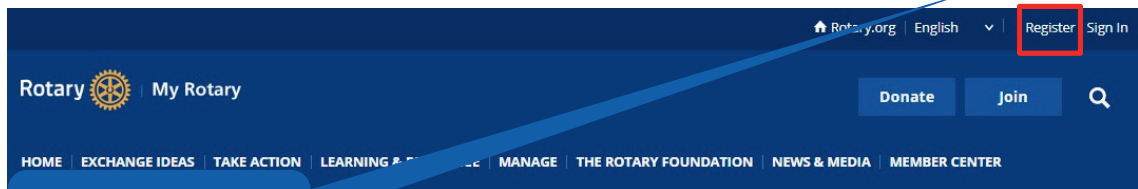
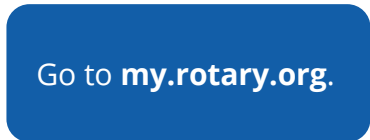
## PRIOR TO ATTENDING PRESIDENT ELECT TRAINING:

- MEET WITH YOUR CLUB BOARD TO BUILD CONSENSUS AROUND THE GOALS YOU WILL BE ENTERING IN THE GOAL CENTER.
- CREATE A ROTARY CLUB CENTRAL ACCOUNT BY FOLLOWING THE ATTACHED INSTRUCTIONS.
- ENTER YOUR GOALS IN THE GOAL CENTER OF ROTARY CLUB CENTRAL.
- ENCOURAGE YOUR CLUB TO PURSUE THE ROTARY CITATION.

AT MINIMUM, THE FOLLOWING GOALS MUST BE ENTERED:

1. MEMBERSHIP GROWTH FOR 2024 - 2025
2. CONTRIBUTIONS TO THE POLIO PLUS FUND OF THE ROTARY FOUNDATION.
3. CONTRIBUTIONS TO THE ANNUAL FUND OF THE ROTARY FOUNDATION.

# HOW TO CREATE A MY ROTARY ACCOUNT



Create an Account

Already have a My Rotary Account? [SIGN IN >](#)

First Name\*

Last Name\*

Email\*

Are you 18 years or older?\*

- Yes
- No

By creating an account, you agree to the Terms of Service and acknowledge our Privacy Policy.





# 2 ACTIVATE YOUR ACCOUNT

## Activate Account

After you activate your account, this screen appears. Complete the fields and select **CONTINUE**.

To activate your account, please add a password and security question.

Your password:

- Must be at least 8 characters
- Must contain 1 lowercase letter
- Must contain 1 number
- May not include any part of your email address

Password\*

Confirm Password\*

Security Question\*

Answer\*

By creating an account, you agree to the Terms of Service and acknowledge our Privacy Policy.

**CONTINUE**

**Sign In**

To sign in, enter your email address and newly created password and select **Sign In**.

Username

Password

Remember me

**Sign In**

If your email address matches our records, no further steps are needed. If it doesn't match, follow step 3.

# 3

## VERIFY MEMBER STATUS

Welcome to My Rotary! Answer the following questions to finish setting up your account

# Your Member Status

Tell us your member status.

What is your member status?\*

- I'm a current or former member of a Rotary Club
- I'm a current or former member of a Rotaract Club
- I have never been a member of any Rotary Club or Rotaract Club

Note: If you belong to both a Rotary Club and Rotaract Club, you can choose either option.

**CONTINUE**

If your email address doesn't match one in our records, you'll be asked for your member status. Choose your member status and select **CONTINUE**.

You'll be asked to enter a previous email that may be associated with us. If you don't have access to that email address, we'll create a new account for you.

# HOW TO SET A GOAL

For club officers



NAVIGATE TO GOALS

Dashboard

Welcome to Rotary Club Center. Explore data and trends related to your club's goals and tracking progress. Explore data and trends related to your club's goals, project activities, and more. Please note: data reported in other Rotary systems and third party vendor systems will be delayed for at least 24 hours.

Global My My District All Club Groups All Clubs

Global

Membership Trends

1,000,000 500,000 0

2012-13 2013-14 2014-15 2015-16 2016-17

2013-14 2014-15 2015-16 2016-17

Select Goal Center from the navigation menu on the left

2

FIND GOALS TO TRACK

Goal Center

The Goal Center is where you can set goals your club will focus on, and track progress. Please note: data reported in other Rotary systems and third party vendor systems will be delayed for at least 24 hours.

All Club Groups All Clubs Search clubs...

Rotary Club of

0 OF 8 ACHIEVEMENT

Members & Engagement Rotary Foundation Giving Service Young Leaders Public Image

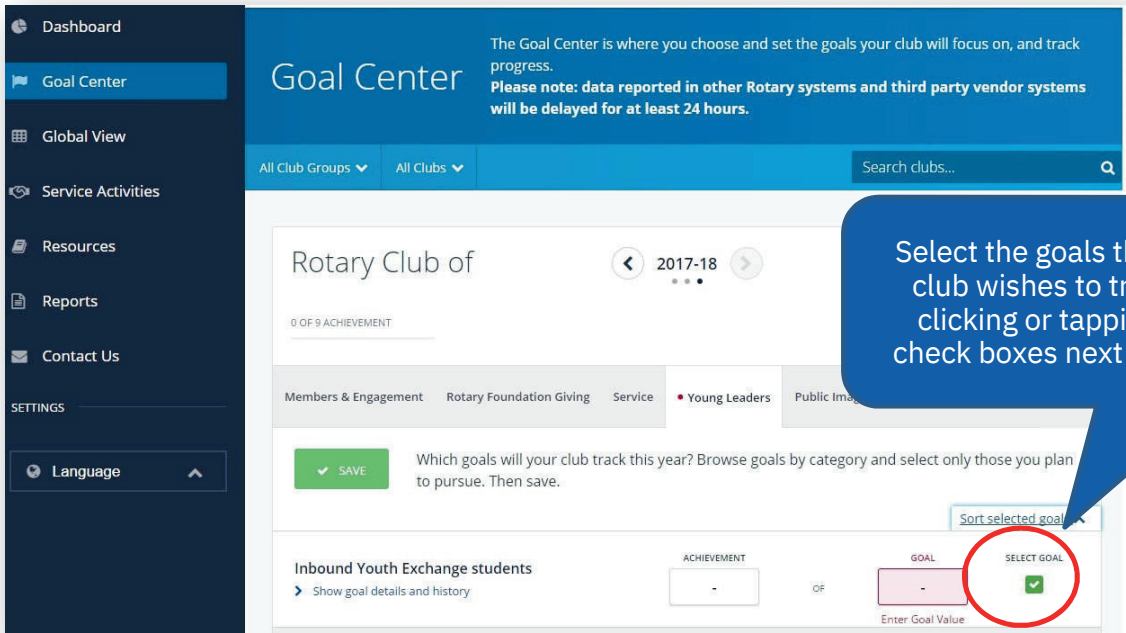
EDIT

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

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

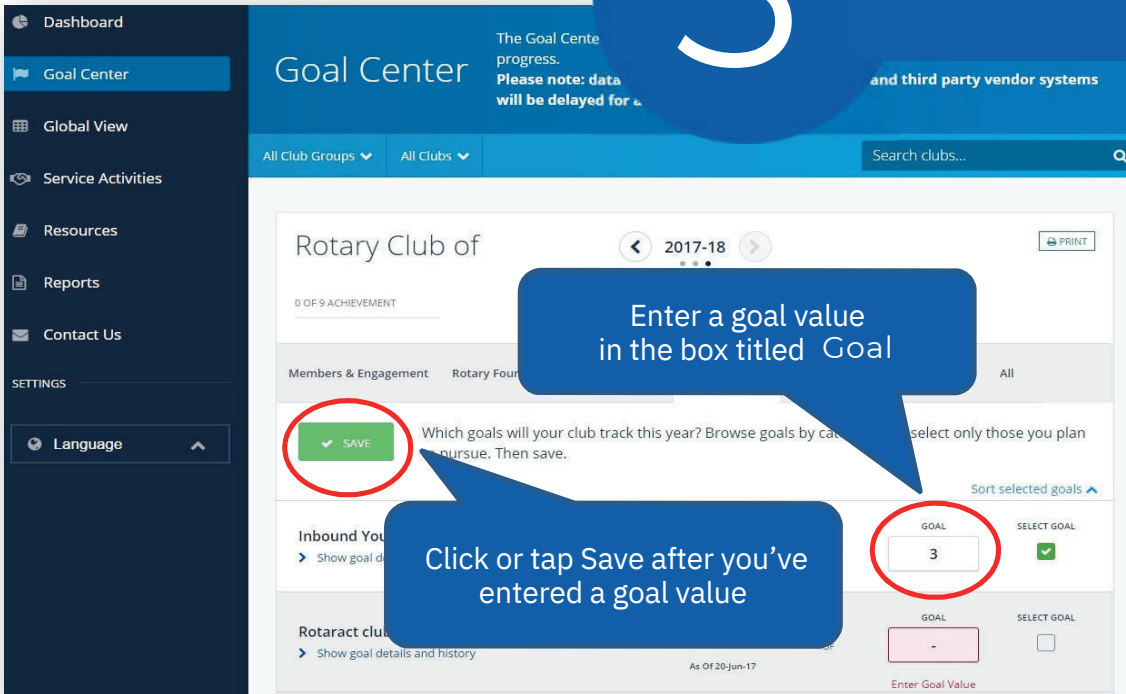
If the Edit button appears, click or tap it to find goals your club wants to track. If this button reads Save and goals are displayed, proceed to the next step

11 June 2017



Select the goals that your club wishes to track by clicking or tapping the check boxes next to them

# 3 SET A GOAL



Enter a goal value in the box titled Goal

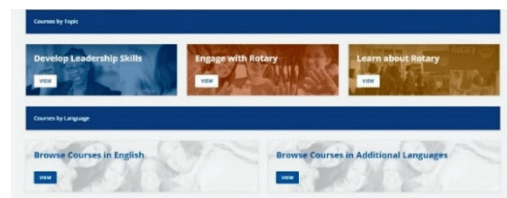
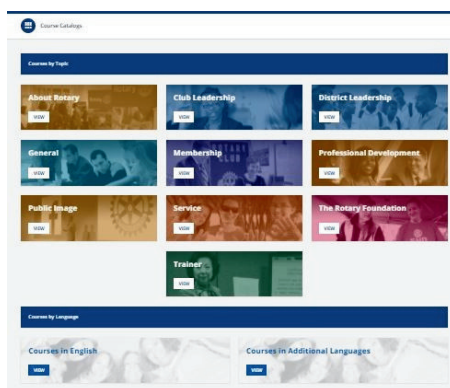
Click or tap Save after you've entered a goal value

# ACCESSING ROTARY'S LEARNING CENTER



Accessing Rotary's Learning Center is easy, and you'll soon be taking courses and finding resources about the topics that matter to you the most.

- If you haven't used the Learning Center yet, go to [rotary.org/learn](https://rotary.org/learn), sign in to My Rotary, and accept the privacy policy to enable your access. Direct links to courses work only if you have visited the Learning Center before.
- If you need to [create a My Rotary account](#), use the same email address that your club has on file. If that email isn't still valid, ask your club secretary to update the club's record.
- If you have difficulty signing in to My Rotary, write to [data@rotary.org](mailto:data@rotary.org).
  - You'll find this homepage (↓) for members and this one (↓) for nonmembers:



If you have the nonmember page, you likely have duplicate accounts in our database. This means your My Rotary/Learning Center account isn't attached to your club. Write to [data@rotary.org](mailto:data@rotary.org) to merge your accounts.

- Use a laptop or a desktop computer for the best experience when you take a course. If you need to use a mobile device, use the Google Chrome browser, sign in to My Rotary, select **LEARNING & REFERENCE**, then **Learning Center**, and follow the instructions.
- If you're new to Rotary's learning resources, take [Getting Started with the Learning Center](#) as your first course.

## Support

If you need help, write to [learn@rotary.org](mailto:learn@rotary.org). Include:

- What browser you're using
  - Screenshots of the error message you got or a detailed explanation of the problem

# CITATION GOALS AND INSTRUCTIONS



The Rotary Citation is an award that recognizes the hard work clubs do throughout the year. Taking action toward achieving the citation 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 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 half of the 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 available goals
- Set at least half of the available goals
- Achieve those goals
- Report achievement in Rotary Club Central by 30 June.

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?

Members and Do your club bylaws reflect your members and other participants needs?<sup>1</sup>  
Engagement

Service participation How many members will participate in club service activities during the Rotary year?

New member How many members will sponsor a new club member during the Rotary sponsorship year?

Rotary Action Group How many club members will be members of at least one Rotarian Action participation Group (RAG) during the Rotary year?

Leadership How many members will participate in leadership development programs or development activities during the Rotary year?  
participation

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<sup>1</sup> New goal beginning in the 2023-2024 Rotary year

# CITATION GOALS AND INSTRUCTIONS



Goal	Goal Detail
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?
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	How many new and existing Interact clubs will your club sponsor during the Rotary year?
Exchange students	How many Rotary Youth Exchange students will your club host virtually or in person during the Rotary year?
Outbound Youth	How many Rotary Youth Exchange students will your club sponsor virtually or in person during the Rotary year?
Exchange students	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?
RYLA participation	Does your club have an up-to-date strategic plan?
Strategic plan	Does your club's online presence accurately reflect its current activities?
Online presence	How many social activities will your club hold outside of regular meetings during the Rotary year?
Social activities	During the Rotary year, how many times per month will your club's website or social media accounts be updated?
Update website and social media	

# CITATION GOALS AND INSTRUCTIONS



Goal	Goal Detail
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?





# PREPARING TO BE A CLUB PRESIDENT

This learning path will help you develop your leadership skills and understand what to expect as a club president. You'll use this, your prior knowledge and experience, and other district resources to prepare yourself for a successful year.



Throughout this process, make sure to periodically reflect on what you've learned and evaluate how you're doing. Ask others for feedback so you can keep improving during your year in office.

[Need help accessing Rotary's Learning Center?](#)







# GREAT CLUBS DON'T HAPPEN BY ACCIDENT

Be intentional about providing your members with a great club experience.

Our **MEMBERSHIP ASSESSMENT TOOLS** can help you get started.



Get to know new and prospective members with the **member interest survey**.



Identify groups in your community that are underrepresented in your club using the **diversity assessment**.



Create a plan to invite more people to visit or join your club with the **prospective member exercise**.



Meet members where they're at in their membership journey using the **retention assessment and analysis**.



Learn what your members want and keep your club relevant with the **member satisfaction survey**.



Understand why members are leaving your club with the **exit survey**.



[rotary.org/membership](https://rotary.org/membership)

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