



District 5960

2024-25 Club Awards



THE MAGIC
OF ROTARY

Rotary



District 5960

DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2024-2025

District Rotarians,

We are beginning our seventh year of the District 5960 Awards Program. Your continuing feedback on the awards has helped to change the Award process for 2024-25 significantly. We appreciate the feedback. Thank you for helping make the Awards Program better and better!

The real benefits of the Awards Program have remained the same, except that certain competitive elements of the process have been replaced by achievement level benchmarks that are simpler to understand and clearly state how clubs can achieve recognition. The benefits for a Club to use the Awards process are that the Awards descriptions are:

- **a Roadmap** for clubs: You don't have to reinvent the wheel to determine what you should focus on during the year – these awards provide suggestions on how to be a successful club!
- **an Objective Criteria:** It helps put all clubs on a "level playing field" for award consideration.
- **an avenue to achieve Recognition** for a job well done: When your club does something well, you deserve to be recognized, which provides a way to say "Good job" to your Club members.
- **FUN:** We all belong to Rotary because we enjoy it, so let's ensure we're having fun as we make an impact!

Beyond the recognition, the Awards Program highlights what is unique about each club and helps them envision what they could become. Whether it is strengthening the value to our members or demonstrating the value of the clubs in their community, the program should motivate us all to do more and be more and to grow our impact on the world.

I look forward to celebrating with you at the Awards Recognition event next year.

Sincerely,

Ed Boeve
District 5960 Governor, 2024-25



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All the Rotary Clubs will be divided into three divisions based on Club size. Awards are available to all clubs meeting the stated criteria in each of the service areas. The divisions are based on the following membership sizes determined by the **July 1, 2024, Club Invoice**.

Small Club Division: 25 or fewer members

Medium Clubs: 26 to 60 members

Large Club Division: 61 or more members

<https://rotary5960.org/page/club-awards>

SUBMISSION DEADLINE AWARD CATEGORY

June 30, 2025,
Rotary Club Excellence Award
Membership Growth Award

March 31, 2025,
District Governor’s Citation
Club Service Award
Community Service Award
International Service Awards
Public Image Award
Vocational Service Award
Youth Service Award

Clubs should complete the checklist, along with any description/data as indicated. Please do not expand on the requested information. All submissions will be online. More details will be shared later.

Judging will be based on information submitted by the Clubs. The results are subject to review by the District Governor and District Team Leaders.

GENERAL AWARD SUBMISSION RULES:

- Use the Master Checklist to indicate what is being submitted.
- Use the check-off form for each category.
- Please do not alter the form; any additional information will not be considered.
- You can include up to six (6) pictures with your submission narratives.
- All award submissions should be entered through the Online Awards Portal.

All questions should be directed to Awards Team: rotary5960awards@gmail.com
Deadline March 31, 2025, midnight, CST.



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ROTARY CLUB EXCELLENCE AWARD (Due June 30, 2025)

The Rotary Club Excellence Award recognizes Rotary clubs for achieving an array of accomplishments that help them become stronger, deliver more effective service, and enhance their public image. By qualifying for the Award, clubs contribute to Rotary's organizational goals and multiply the impact of their good work through the collective focus of 36,000 Rotary clubs worldwide. Clubs will have the entire year to accomplish all activities. Accomplishments will be verified by Rotary International data.

Award criteria:

Each section of the Award contains required and additional activities. Please review the criteria for details and plan accordingly.

Additional information and form for this award are available on the RI website at:

<https://www.rotary.org/myrotary/en/news-media/office-president/presidential-theme>

DISTRICT GOVERNOR'S CITATION (Due March 29, 2025)

The District Governor's citation encourages clubs to strive to do more in pursuit of the District's and RI's goals in the areas of:

- Fun
- Membership
- The Rotary Foundation
- Service
- Youth
- Training/District Involvement
- Public Image

Additional information and the submittal form for this award can be found on the D5960 Website at:

<http://www.rotary5960.org/> on the Awards Page.

CLUB SERVICE / ADMINISTRATION AWARD (Due March 31, 2025)

This award involves many of the programs revolving around your club's operations, its weekly meetings, and fellowship activities. These items would include but are not limited to, club programs, social functions, meeting ambiance, Family of Rotary inclusion, and membership attendance. Clubs are encouraged to engage in multi-club social events, meetings, and projects.

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All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities not yet completed but planned for completion by June 30th can be included in the submission.

YOUTH SERVICE AWARD (Due March 31, 2025)

This award is based on programs that benefit children and young adults. Working with schools, student scholarships, literacy projects, Interact & Rotaract Clubs, Youth Exchange, and RYLA are just some of the examples of Youth Service projects.

All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities not yet completed but planned for completion by June 30th are allowed to be included in the submission.

VOCATIONAL SERVICE AWARD (Due March 31, 2025)

As business leaders, Rotarians share their skills and expertise through vocational service, one of the Five Avenues of Service. Your vocational service efforts can play a vital role in improving the quality of life for those hard-working members of the community who need direction and expertise. A vocational project can involve any of a number of vocational service activities - mentoring, career days, vocational awards, adult literacy, business assistance, networking events, or even talking about your job at a club meeting. Through these activities, you can turn your experience into an invaluable resource for others.

All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities still need to be completed but planned for completion by June 30th are allowed to be included in the submission.

COMMUNITY SERVICE AWARD (Due March 31, 2025)

Service defines Rotary's character; whether local or international, it promotes Rotary's appeal and visibility in the community and is the reason Rotary continues to grow.

Community service responds to the needs of a local community. Rotary clubs should determine top priorities for service projects by first learning about a community's needs and assets and then developing a response that addresses them.

An effective service project:

- Responds to a real issue, not an imagined one
- Improves the lives of community members
- Incorporates the abilities of those who are served
- Recognizes all participants' contributions as important and necessary
- Comes from a realistic assessment of resources available
- Aims for specific goals and objectives with measurable results
- Builds a working network

All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities not yet completed but planned for completion by **June 30th** are allowed to be included in the submission.



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INTERNATIONAL SERVICE AWARD (Due March 31, 2025)

This award involves projects that take place outside of the United States. International projects should identify a specific need that will improve the quality of life and benefit others within that intended area. Clubs are encouraged to submit applications for both District and Global grants. Projects can be done by one club or involve the participation of multiple Rotary Clubs. Other international projects involve the establishment of Sister Clubs, participation in Friendship Exchange or sponsoring Rotary Youth Exchange, and other projects that promote cultural awareness and world understanding.

All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities still need to be completed but planned for completion by June 30th are allowed to be included in submission.

PUBLIC IMAGE AWARD (Due March 31, 2025)

While Rotary's Public Image is usually directed at an external audience, content raising awareness of Rotary is equally valuable in the continuing education of members. Clubs will be judged on criteria including:

- Use of social media (Facebook, Twitter, LinkedIn, etc. by networking members and club to promote the image of Rotary and activities of your club
- Coverage in "traditional" media (television, radio, print, etc.) and attempts at getting stories covered via news releases
- Effective creative use of club website and newsletters to communicate to members and prospective Rotarians
- Converting all Club Assets (websites, brochures, and marketing materials) to meet the RI Brand Standards – with a tolerance for zero exceptions.

All Clubs may qualify for recognition in silver or gold status. Specific criteria vary according to club size. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

MEMBERSHIP GROWTH AWARDS (Due June 30, 2025)

Membership is a critical component to the success of any club. This involves membership growth, development, involvement, training, retention and extension. Social functions and club harmony are important ingredients to increase club membership. Clubs can earn recognition for Membership Growth by achieving a growth rate of at least 4% for the year. Membership as of July 1, 2024, compared to June 30, 2025 will be the criteria for measurement.



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DISTRICT 5960 AWARDS TEAM DISTRICT GOVERNOR'S CITATION CRITERIA

SECTION 1: FUN (Mandatory)

- Club competed ten FUN club or district activities that were attended by 20% of club members. (Examples include: "fun"raisers, excursions, service projects, vocational visits, social events, etc. but excluding regular meetings)

SECTION 2: MEMBERSHIP (Complete 5 of 11)

- All membership and other "Your Club" goals input into Rotary Club Central
- At least 50% of club members brought one potential new member to a club meeting, service project, vocational visit or FUN club activity
- Club had a net annual membership increase by June 30, 2025
- Club had a net increase of female members by June 30, 2025
- Club had a net increase of members under age 40 by June 30, 2025
- Club president sponsored at least one member
- Club has an official orientation process that all new members go through
- Club has an official new member mentorship program
- Providing learning, listening, dialogue, and reflection opportunities for club members (i.e., weekly speakers, field trips, book studies, etc.)
- Club membership and service teams focus on DEIB had a net increase of diverse members.
- Club commitment to DEIB is evidenced by an identified champion, a designated team, or a specific plan of action

SECTION 3: THE ROTARY FOUNDATION (4 of 8)

- All Foundation giving goals input into Rotary Club Central
- Club President made a personal contribution to The Rotary Foundation
- At least 5% of Club members enrolled in Rotary Direct (recurring giving, any amount)
- Club contributed an average of at least \$100 per member to the Annual Fund
- Club contributed at least Rotary's requested \$1,500 to Polio Plus
- Club added at least one new Paul Harris Fellow by June 30, 2025
- Club had an attendee at the Grants Management Seminars during the 2024-25 Rotary year for the 2025-26 Grant year
- Club participated in funding a District or Global Grant prior to March 31, 2025

SECTION 4: SERVICE (3 of 7)

- Service project(s) and activity goal(s) (subject to addition or revision) input into Rotary Club Central
- Club completed six unique service projects (community, vocational, international and/or youth), each of



which involved active (hands-on) participation by at least five individuals or 10% of club members, whichever is less.

- Club participated in a service project with an outside partner organization
- Club added one service project that hadn't been done in the past 3 years
- Increased the number of members involved in service projects over the previous year.
- Established Rotary community partnerships to provide service, outreach, and engagement opportunities.
- Provided learning, listening, dialogue, and reflection opportunities for club members (i.e., weekly speakers, fieldtrips, studies, etc.)

SECTION 5: YOUTH (2 of 5)

- Club sponsors or co-sponsors a Rotaract or Interact club
- Club sponsors at least two students to attend the District 5960 Rotary Youth Leadership Award (RYLA) camp, or Camp Enterprise
- At least 15% or 15 club members, whichever is less, actively participated in a mentoring, tutoring, teaching, dictionary delivery, scholarship judging, school supply drive or other club-sponsored project that benefitted youth
- Sponsored a student of the month program with a local school
- Hosted an inbound youth exchange student or sponsored an outbound youth exchange student

SECTION 6: TRAINING/DISTRICT INVOLVEMENT (2 of 4)

- At least 25% of Board Members attend a District Training event
- At least 5% of club members attend the District Mid-Term conference
- At least 5% of club members register to attend the District Conference of Clubs
- Club has participation at a District event as a presenter or House of Friendship exhibitor

SECTION 7: PUBLIC IMAGE (3 of 7)

- Conduct an audit of all digital and printed Club Assets (websites, brochures, marketing materials, etc.). Ensure each element complies with RI Brand Standards Guidelines with correct logo usage, etc.
- Involve local media with at least one club event
- Complete and distribute a club press release highlighting a club event/project/donation
- Create and maintain at least one social media account (Facebook, Twitter, Instagram, etc.)
- Club submitted pictures for a service project to the District Public Image Team Leader
- Utilize Rotary's "People of Action" campaign materials in public promotion of club
- Working with the public image committee to highlight and promote the DEIB work of the Club



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