**ROTARY CLUB OF MATTOON**

**2022-2023**

**ANNUAL GOAL SETTING – YEAR END ACHIEVEMENTS**

**June 28, 2023**

**ROTARY CITATION GOALS:** The Rotary Citation is an award through Rotary International that recognizes the hard work clubs do throughout the year. Taking action to achieve the citation goals helps clubs engage their members, stay relevant to 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 heath 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. Each club must select and achieve at least 13 (more than 50%) of the 25 goals available across the five categories that they wish to apply toward citation achievement. Achievement must be reported in Rotary Club Central by June 30 of the year ending.

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| **GOAL** | **GOAL DETAIL**  **During the Rotary year** | **2021-2022 – FINAL** | | | **2022-2023 – IN PROGRESS** | | | **23-24** |
| **ACHIEVED** | **GOAL** | **MET** | **ACHIEVED** | **GOAL** | **MET** | **GOAL** |
| **MEMBERS AND ENGAGEMENT** | | | | | | | | |
| Club membership | How many members does club want by the end of the year? | 57  +2H | 62 |  | 60  +2H | 58 | YES |  |
| Service participation | How many members will participate in club service activities? | 58 | 45 | YES | 59 | 50 | YES |  |
| New member sponsorship | How many members will sponsor a new club member? | 6 | 3 | YES | 5 | 3 | YES |  |
| Rotary Action Group participation | How many members will be a member of at least one Rotarian Action Group (RAG)? | 1 | 1 | YES | 3 | 2 | YES |  |
| Leadership development participation | How many members will participate in leadership development programs or activities? | 4 | 3 | YES | 3 | 3 | YES |  |
| District Conference attendance | How many club members will attend District 6490 Conference? | 4 | 3 | YES | 4 | 4 | YES |  |
| Rotary Fellowship participation | How many club members will be members of a Rotary Fellowship? | 2 | 1 | YES | 2 | 2 | YES |  |
| District Training participation | How many club committee chairs will attend the district training assembly? | 2 | 3 | YES | 3 | 3 | YES |  |
| **GOAL** | **GOAL DETAIL**  **During the Rotary year** | **2021-2022 - FINAL** | | | **2022-2023 – IN PROGRESS** | | | **23-24** |
| **ACHIEVED** | **GOAL** | **MET** | **ACHIEVED** | **GOAL** | **MET** | **GOAL** |
| **ROTARY FOUNDATION GIVING** | | | | | | | | |
| Annual Fund contributions | How much money will be contributed to The Rotary Foundation Annual Fund by our club and its members? | $11,993 | $10,000 | YES | $11,000 | $11,000 | YES |  |
| PolioPlus Fund contributions | How much money will be contributed to The Rotary Foundation PolioPlus Fund by our club and its members? | $2,095 | $2,000 | YES | $2,000 | $2,000 | YES |  |
| Major gifts | How many single outright donations of $10,000 or more will be made by individuals associated with our club? | - | - |  | - | - |  |  |
| Bequest Society members | How many individuals or couples will inform The Rotary Foundation (TRF) of their plans to leave $10,000 or more to TRF through their estate? | 0 | 2 |  | - | - |  |  |
| Benefactors | How many individuals or couples will inform TRF of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of $1,000 or more to the Endowment Fund? | 0 | 1 |  | - | - |  |  |
| **SERVICE** | | | | | | | | |
| Service Projects | How many service projects will our club complete? | 14 | 13 | YES | 21 | 15 | YES |  |
| **YOUNG LEADERS** | | | | | | | | |
| Rotaract clubs | How many new and existing Rotaract clubs will our club sponsor? | - | - | - | - | - | - |  |
| Interact clubs | How many new and existing Interact clubs will our club sponsor? | - | - | - | - | - | - |  |
| Inbound Youth Exchange | How many RYE students will our club host? | - | - | - | - | - | - |  |
| Outbound Youth Exchange | How many RYE students will our club sponsor? | - | - | - | - | - | - |  |
| RYLA participation | How many individuals will our club sponsor in RYLA events? | - | - | - | 0 | 3 | NO |  |
| **GOAL** | **GOAL DETAIL**  **During the Rotary year** | **2021-2022 - FINAL** | | | **2022-2023 – IN PROGRESS** | | | **23-24** |
| **ACHIEVED** | **GOAL** | **MET** | **ACHIEVED** | **GOAL** | **MET** | **GOAL** |
| **PUBLIC IMAGE** | | | | | | | | |
| Strategic plan | Do we have an up-to-date strategic plan? | YES | YES | YES | YES | YES | YES |  |
| Online presence | Does our club’s online presence accurately reflect our current club activities? | YES | YES | YES | YES | YES | YES |  |
| Social activities | How many social activities will our club hold outside of regular meetings? | 4 | 4 | YES | 4 | 4 | YES |  |
| Update website and social media | How many times per month will our club’s website or social media accounts be updated? | 15 | 10 | YES | 8 | 8 | YES |  |
| Media stories about club projects | How many media stories will cover our club’s projects? | 8 | 8 | YES | 16 | 8 | YES |  |
| Use of official Rotary promotional materials? | Did our club use RI’s advertising and public service materials available in the Brand Center to promote Rotary in our community? | YES | YES | YES | YES | YES | YES |  |
| **ROTARY CITATION ACHIEVEMENT MET?** | | # Goals  Achieved | # Goals  Set | MIN  MET | # Goals Achieved | # Goals  Set | MIN  MET |  |
| 16 | 19 | YES | 17 | 18 | YES |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **2022-2023 SERVICE PROJECTS/FUNDRAISING ACTIVITIES** | | | |
| Peace Meal Deliveries |  | Fundraising – Brochure/Insert |  |
| Rotary Bike Shelter on Lincoln Prairie Grass Trail |  | American Red Cross Blood Drive |  |
| New Teacher Appreciation |  | Comedy Night for Heart Screenings |  |
| Walk to End Alzheimers |  | Rotary Scholarships |  |
| ClassE Etiquette Luncheon |  | Backpack Blessing for Displaced Youth (District Grant) |  |
| Veterans Recognition Luncheon |  | Kindergarten Literacy |  |
| Students of the Month |  | PeaceBuilder’s Peace Pole Project |  |
| Home Accessibility RAMP Projects |  | Rural Urban Day |  |
| Mattoon Lightworks |  | Support for Community Projects |  |
| Christmas Stockings for Food Pantry |  | Adopt-A-Mile Band |  |
| Annual Food Drive |  | Band Shell Clean-Up |  |
| Fundraising – Raffle Tickets |  | RYLA |  |

**ADDITIONAL CLUB GOALS FOR 2022-2023**

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| **GOAL** | **GOAL DETAILS** | **LEADERS\*** |
| Rotary International Convention Participation and Implementation of Learning | Utilize learning of 3 Board members attending the RI Convention in June 2022 to identify future opportunities for club | Tina Stovall, President  Kim Morrison, I Past President  Mike Martin, Past President, DG Nominee |
| Assess Club | Utilize RI Membership Assessment Tools such as the following to identify opportunities for improvement in club engagement and service:  “Club Health Check” (recommendations for best practice); “Enhancing the Club Experience” (membership satisfaction survey); “Representing Your Community” (classification assessment). | Tina Stovall, President  Board Members |
| Update Strategic Plan | Update plan integrating information learned from club assessment and other learning opportunities. Engage new members in future planning. | Tina Stovall, President  Board Members, Committee Chairs |
| Embrace Rotary International’s  Renewed DEI focus | Complete Learning Center course on Building a Diverse Club  Provide education to club members regarding RI’s updated Commitment and Statement on Diversity, Equity & Inclusion  Utilize RI’s DEI statement in club publications  Encourage leaders and members to participate in related RI and District training opportunities  Consider DEI-related or another Empowering Girls project for District Grant  Maintain membership of 30%+ female members in support of RI Goal  (Currently 24 of 62 total members are female – 39%) | Tina Stovall, President  Board Members, Committee Chairs |
| Achieve RI/District Goals for Giving to Rotary Annual Fund and Foundation | $130 per capita for all Clubs donating to Annual Fund  $100 donation to TRF for each member  5% increase in End Polio Now donations | Mike Martin, Treasurer/Foundation Chair  Rotary Foundation Committee |
| Become a Peacebuilder Club | Implement Peacebuilder Committee. Participate in training to become Peacebuilder Club. Complete at least one related service project. | Noah Olson, Committee Chair  Tina Stovall, President |
| Represent Rotary through Engagement in Community Activities | Identify opportunities to implement Rotary’s Seven Areas of Focus through New support of community activities organized by other groups: Walk to End Alzheimer’s, Chamber Expo, ACR Blood Drive | Board Members, Committee Chairs |
| Food for the Needy Project | Re-envision/Refresh strategy for the annual club-wide/community engaged event.  Determine ideal balance between Rotarian/Community involvement.  Determine goals for cash donations vs food donations.  Other opportunities for improvement in engagement and outcomes | Gary Swearingen, Committee Co-Chair  Bob Becker, Committee Co-Chair  Food for the Needy Committee Members |

**\*Identified leaders will coordinate goal planning/implementation. Club members will be encouraged to engage in all activities.**