

CITATION FOR 2020-21

	Goal	Description	Category	System Generated or Self-Reported
1	Club membership	How many total members does your club want by the end of the Rotary year?	Members and Engagement	System generated
2	Service participation	How many members will participate in club service activities during the Rotary year?	Members and Engagement	Self-reported
3	New member sponsorship	How many members will sponsor a new club member during the Rotary year?	Members and Engagement	Self-reported
4	Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?	Members and Engagement	Self-reported
5	Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?	Members and Engagement	Self-reported
6	District conference attendance	How many members will attend your district conference?	Members and Engagement	Self-reported
7	Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?	Members and Engagement	Self-reported
8	District training participation	How many of your club's committee chairs will attend the district training assembly?	Members and Engagement	Self-reported
9	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? You can select your local Rotary currency for setting your goal and viewing progress.	Rotary Foundation Giving	System generated
10	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? You can select your local Rotary currency for setting your goal and viewing progress.	Rotary Foundation Giving	System generated
11	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?	Rotary Foundation Giving	System generated
12	Bequest Society members	During the Rotary year, 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?	Rotary Foundation Giving	System generated

13	Benefactors	During the Rotary year, 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?	Rotary Foundation Giving	System generated
14	Service projects	How many service projects will your club complete during the Rotary year? To track and report project details, such as contributions and volunteer hours, select Service Activities in the main menu.	Service	System generated
15	Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?	Young Leaders	System generated
16	Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?	Young Leaders	System generated
17	Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?	Young Leaders	Self-reported
18	Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?	Young Leaders	Self-reported
19	RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?	Young Leaders	Self-reported
20	Strategic plan	Does your club have an up-to-date strategic plan?	Public Image	Self-reported
21	Online presence	Does your club's online presence accurately reflect its current activities?	Public Image	Self-reported
22	Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?	Public Image	Self-reported
23	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?	Public Image	Self-reported
24	Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?	Public Image	Self-reported
25	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?	Public Image	Self-reported

Choose 13 out of 25

There has been a change to the citation and there are no more citation materials. Beginning in 2020-21, each club president will be empowered to 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 most achievable.

While a few of the goals are data-generated, such as membership numbers and Foundation giving, most of them are self-reported, meaning they can report them by marking “achieved” in Rotary Club Central. This negates the need for an achievement guide, and trusts they are following the Four Way Test when reporting achievement.

To achieve the Rotary Citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or 52% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central