Enhance Our Club's Public Image

Required activity

Undertake a significant public image campaign in your community to communicate what Rotary is and does by using RI's Humanity in Motion or "This Close" advertisements.[7]

☐ Our club has completed this activity.

Additional activities

☐ Have a PR professional review the club's current promotional and public outreach pieces to ensure that they're appealing and relevant to the general public.

☐ Gain media coverage of an action-oriented club service project.

☐ Establish a club website or enhance your club's existing site to make it more appealing to the general public.

☐ Start an electronic club newsletter and publicize it to non-Rotarians and local media.

☐ Use social networking websites to publicize your club's activities, enhance public image, and recruit prospective members.

☐ Emphasize vocational service by achieving at least one of the following[8]:

• Start a career counseling or vocational training program, and invite non-Rotarian participants from the community to attend.

• Organize a discussion or group workshop on maintaining high ethical standards in the workplace, and invite local non-Rotarian business leaders to attend.

• Organize at least one professional networking event in which club members can meet other local professionals and introduce them to Rotary.

• Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.

☐ Hold at least one fellowship, networking, or collaborative event that is open to the public. Use the opportunity to introduce non-Rotarians to Rotary.

☐ Define your club's signature activity (the one you'd like your club to be known for in the community) and promote it to the public.

In this category, how many additional activities has your club completed?
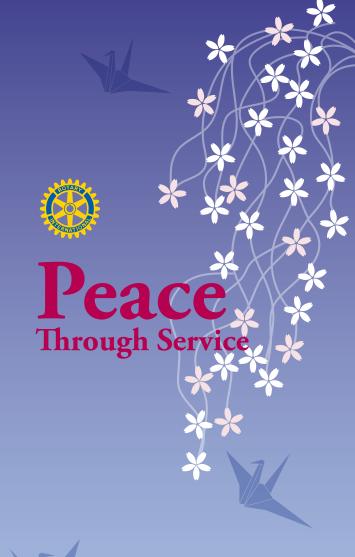
_____ (minimum: 3)

Rotary Club of

_____

_____
SIGNATURE OF ROTARY CLUB PRESIDENT

Submit this completed form to your district governor no later than 31 March.

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7 Download these resources at www.rotary.org/mediacenter.
8 For ideas, consult *An Introduction to Vocational Service* (255-EN).

ROTARY INTERNATIONAL®

One Rotary Center

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Peace
Through Service

2012-13
Presidential Citation
Sakuji Tanaka
Rotary International President

The Presidential Citation 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 Presidential Citation, clubs contribute to Rotary's organizational goals and multiply the impact of their good work through the collective focus of 34,000 Rotary clubs worldwide.

Procedure

Clubs are asked to complete the following form to assess their accomplishments this year. In order to qualify for a citation, clubs must meet the Presidential Challenge and complete one required activity, along with at least three additional activities, in each of the three categories listed. Unless otherwise specified, all activities must be undertaken and completed between 1 July and 31 March of the 2012-13 Rotary year.

Clubs should complete the form and send it to the district governor no later than **31 March**. *Forms sent to Rotary International will not be processed.*

District governors must report the names of their qualifying clubs through Member Access no later than **15 April**.

2012-13 Presidential Challenge

Required

RI President Sakuji Tanaka challenges clubs to conduct a club or community peace forum, or a service project focused on peace.

☐ Our club has met the 2012-13 Presidential Challenge.

Strengthen Our Club

Required activity

Adopt a three-year strategic plan for the club, identifying specific annual and long-term goals **or** make progress in carrying out the annual goals set by your club for the current Rotary year to date.[1]

☐ Our club has completed this activity.

Additional activities

☐ Conduct a club assessment/visioning activity and initiate changes (revised committee structures, meeting times, meeting procedures, etc.) based on the feedback/results.

☐ Undertake an innovative approach to attracting and retaining members and achieve a net gain of at least one member between 1 July and 1 March.

☐ Analyze why members are leaving the club, and create an action plan to maintain a member retention rate of at least 85 percent.

☐ Encourage member engagement by ensuring that every member has personally participated in at least one service activity and one club social activity.

☐ Increase the diversity of your club's membership by recruiting at least two new members who belong to a demographic group (gender, age, profession, ethnicity, etc.) that is underrepresented in the club.

☐ Initiate a new-member welcome and mentoring program.

☐ Initiate an outreach and communication program for club alumni **or** recruit at least one Rotary or Foundation alumnus age 40 or younger into your club.

☐ Adopt a program[2] for the leadership development of all members **or** ensure that each club member is assigned a specific role in your club's leadership development goals for the year, either in a leadership position or as a member of a club committee, subcommittee, or project initiative.

In this category, how many additional activities has your club completed?

_____ (minimum: 3)

Increase Our Service

Required activity

Participate in a sustainable service project related to at least one of Rotary's areas of focus[3]:

• Peace and conflict prevention/resolution
• Disease prevention and treatment
• Water and sanitation
• Maternal and child health
• Basic education and literacy
• Economic and community development

☐ Our club has completed this activity.

Additional activities

☐ Support polio eradication through a public awareness or community fundraising initiative.

☐ Attain 100 percent participation in Rotary Foundation Annual Programs Fund giving (every active member personally contributes).[4]

☐ Attain a minimum US$100 contribution to The Rotary Foundation Annual Programs Fund from each club member.

☐ Conduct a community needs assessment, and use it to establish a new community service project that involves club members in active service.[5]

☐ Support New Generations programs by achieving at least one of the following:

• Sponsor a new Rotaract or Interact club **or** actively support an existing one.

• Assign Rotarian mentors to Rotaractors in your community.

• Conduct a joint project with an Interact or Rotaract club.

• Sponsor a participant in a Rotary Youth Leadership Awards event.

• Invite Rotary and Foundation alumni to attend or speak at a club meeting.

• Host a networking event for Rotary and Foundation alumni in the community.

• Sponsor or host at least one Youth Exchange student, Ambassadorial Scholar, or Rotary Peace Fellow.

• Assist another club in its support of a Youth Exchange student, Ambassadorial Scholar, or Rotary Peace Fellow.

☐ Collaborate with an organization in your community on at least one community service project.

☐ Involve family members or non-Rotarian community members in a service project.

☐ Sponsor a new Rotary Community Corps **or** support an existing RCC.

☐ Work with a Rotary club in another country on an international service project as either the project host or sponsor.[6]

In this category, how many additional activities has your club completed?

_____ (minimum: 3)

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[1] Consider using RI's *Strategic Planning Guide* (web only) as a resource.
[2] Consider using *Leadership Development: Your Guide to Starting a Program* (250-EN) as a reference.
[3] For ideas, consult *Rotary's Areas of Focus* (965-EN).
[4] Consider using the *EREY Club Success Booklet* (958-EN) as a resource.
[5] For ideas, consult *Community Assessment Tools* (605-EN).
[6] Consider using Rotary's ProjectLINK database, www.rotary.org/projectlink, to find a project partner.