

- Emphasize Rotary’s unique commitment to vocational service in at least one of the following ways:⁴
 - Start a career counseling or vocational training program and invite non-Rotarian participants from the community to attend.
 - Organize a discussion or workshop on maintaining high ethical standards in the workplace and invite local non-Rotarian business leaders to attend.
 - Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.
- Support New Generations programs in at least one of the following ways:
 - Sponsor a new Rotaract or Interact club or support an existing one.
 - Pair Rotarian mentors with Rotaractors in your community.
 - Conduct a joint project with an Interact or Rotaract club.
 - Sponsor a participant in a Rotary Youth Leadership Awards event.
 - Sponsor or host at least one Youth Exchange student.

¹ Consider using *Leadership Development: Your Guide to Starting a Program* (250-EN) as a reference.

² For ideas, consult *Rotary’s Areas of Focus* (965-EN).

³ Consider using the *EREY Club Success Booklet* (958-EN) as a resource.

⁴ For ideas, consult *An Introduction to Vocational Service* (255-EN).

- Support past Rotary youth program participants and Foundation alumni either by hosting a networking event for them or by inviting them to attend or speak at a club meeting.
- Have at least 5 percent of the club’s members join a Rotary Fellowship or Rotarian Action Group and connect with people from around the world who share their interests.
- Sponsor a new Rotary Community Corps or support an existing one.

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

_____ (minimum of 3 to qualify, 4 to qualify with distinction)

**If you completed both of the options for the Required activity, count one as an additional activity.*

Rotary Club of _____

Rotary Club President _____

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

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ROTARY INTERNATIONAL®

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2013-14
Presidential Citation
PRESIDENT RON D. BURTON

The 2013-14 Presidential Citation recognizes Rotary clubs for an array of achievements that promote our membership growth, enhance humanitarian service through our Foundation, and strengthen our network through the family of Rotary. By qualifying for the Presidential Citation, clubs contribute to Rotary’s strategic goals and multiply the impact of their good work through the collective focus of more than 34,000 Rotary clubs worldwide.

Procedure

Clubs are asked to use the following form to assess their accomplishments this year. To qualify for the Presidential Citation, clubs must complete all three required activities, along with three additional activities in each category. Clubs that complete four additional activities in each category will qualify for the Presidential Citation with Distinction. Unless otherwise specified, all activities must be undertaken and completed between 1 July and 31 March of the 2013-14 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**.

Promote Membership Growth

Required activity

Attract and/or retain members to achieve a minimum net gain of at least one member between 1 July and 1 March.

Our club has completed this activity.

Additional activities

- Submit 2013-14 membership development goals using Rotary Club Central.
- Initiate or update a new-member welcome and mentoring program.
- 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.
- Conduct a membership engagement assessment and introduce changes to maintain a member retention rate of at least 85 percent.
- Adopt a program¹ 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.
- Encourage member engagement by ensuring that every member has participated in at least one service activity and one club social activity.
- Organize at least one networking event in which club members can meet other local professionals and introduce them to Rotary.
- Initiate an outreach and communication program for club alumni OR recruit at least one Rotary or Rotary Foundation alumnus.

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

(minimum of 3 to qualify, 4 to qualify with distinction)

Enhance Humanitarian Service Through Our Foundation

Required activity

Participate in a local or international service project related to at least one of Rotary’s areas of focus:²

- 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

- Submit 2013-14 Rotary Foundation giving goals using Rotary Club Central.
- Support polio eradication through a community fundraising initiative OR implement a public awareness campaign to inform the community about Rotary’s contributions to polio eradication.
- Attain 100 percent participation in Rotary Foundation Annual Fund giving (every active member contributes).³
- Attain a minimum Annual Fund contribution of US\$100 per capita.
- Help secure our Foundation’s future by making a contribution or a bequest to the Permanent Fund.

- Have at least 10 percent of club members enrolled in Rotary’s recurring giving program, Rotary Direct.
- Participate in a project funded by a global grant or packaged grant.
- Sponsor a Rotary Peace Fellow OR assist another club in its support of a Rotary Peace Fellow.

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

(minimum of 3 to qualify, 4 to qualify with distinction)

Strengthen Our Network Through the Family of Rotary

Required activity (complete one or both options)*

- Hold at least one fellowship or service activity that involves all club members and their families.
- Partner with a non-Rotary organization on a service project in your community.

Our club has completed this activity.

Additional activities

- Define your club’s signature activity (the one you’d like to be known for in the community) and get non-Rotarians in the community to participate in it.
- Use social media, such as Rotary Showcase, to regularly publicize your club’s activities, enhance public image, and recruit prospective members.