

ACHIEVING THE 2019-20 ROTARY CITATION DURING THE COVID-19 PANDEMIC



Rotary's work is needed more than ever at times like this, when fear, uncertainty, and social isolation create hardships for people around the world. Yet we recognize that these same factors may limit what clubs can accomplish and affect their ability to achieve the Rotary Citation.

Because of this, RI President Mark Daniel Maloney is revising the 2019-20 Rotary Citation requirements. Instead of achieving five of the nine goals in each category, clubs will need to achieve at least three goals per category. The requirements for obtaining the Presidential Distinction designation do not change, and clubs still need to be in good standing to be eligible.

Our ability to adapt and innovate will help us through these challenging times and will also be what allows clubs to still achieve the citation goals. Here are some ideas to get you started:

GOAL	WAYS TO STILL ACHIEVE THE GOAL
UNITE PEOPLE (ACHIEVE AT LEAST 3 OF THESE GOALS)	
Appoint an active club membership committee comprised of no less than five members and report the Chair to Rotary International	Not impacted
Achieve a net gain of one member	Clubs around the world are finding ways to engage their members by: <ul style="list-style-type: none"> • Creating a new leadership position to manage virtual meetings • Meeting regularly online • Using a videoconference service, many of which offer basic plans for free, or using the Rotary Global Rewards discount on a Zoom meeting plan with more functions • Hosting virtual social events • Training members on how to use technology to stay connected • Updating websites with relevant information and using the Brand Center to ensure that all digital communications reflect Rotary's brand • Finding local and global opportunities for service and mutual aid • Partnering with e-clubs to learn best practices for engaging members online • Adapting to the distractions and disruptions that can occur when meeting online
Maintain or improve your club's retention of current and new members: <ul style="list-style-type: none"> • Improve your club's retention rate by 1 percentage point <i>or</i> <ul style="list-style-type: none"> • If your club's retention rate was 90 percent or more in 2018-19, maintain it 	
Achieve a net gain in female members under age 40	

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GOAL	WAYS TO STILL ACHIEVE THE GOAL
Sponsor or co-sponsor a new Rotary club or Rotary Community Corps	Your club's officers can attend the new club's online meetings and support them by phone, email, and video calls. Rotarians and Rotaractors can receive a discount on a Zoom meeting plan if they choose to purchase one.
Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community	Not impacted
Sponsor or co-sponsor an Interact or Rotaract club	Attend online or phone meetings and support the new club by phone, email, and video conferences.
Host an event for Rotary alumni and highlight Rotary's networking opportunities	Convert your in-person event into a webinar or other online event using Zoom, GoToMeeting, Skype, Microsoft Teams, or another digital platform.
Sponsor a Rotary Youth Exchange student or RYLA participant	Consider canceling or postponing nonessential travel and large gatherings if events, trips, or local activities could expose young people to an increased risk. When feasible, plan virtual experiences. In-person events like RYLA may be conducted online using webinars, Zoom, GoToMeeting, Microsoft Teams, Skype, or other platforms. Find more ideas for adapting your events .
TAKE ACTION (ACHIEVE AT LEAST 3 OF THESE GOALS)	
Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International	Not impacted
Increase the number of members involved in service projects	Use web conferences and conference calls to: <ul style="list-style-type: none"> • Plan and organize a project • Connect with partners, sponsors, and beneficiaries • Evaluate service projects Depending on your project, you may need to think of new ways to implement it.
Contribute at least \$100 per capita to the Annual Fund	Donate online.

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GOAL	WAYS TO STILL ACHIEVE THE GOAL
Hold an event to raise funds for or awareness of Rotary's work toward polio eradication	Hold an online fundraiser using online meeting technology.
Conduct a significant local or international service project in one of Rotary's six areas of focus	Determine how much of the project can be done without in-person contact or meetings. For example, coordinating deliveries can be done by phone but building a structure may need to be postponed. Look for new projects that can help people affected by COVID-19, such as collecting and donating masks and other supplies, or projects that raise the community's morale.
Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase	Not impacted
Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together	Meet virtually through online communication and meeting platforms.
Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources	Not impacted
Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story	Your club members can still talk about Rotary and how your club benefits the community through social media and local news outlets using webcams and other technology.
ROTARY CITATION WITH PRESIDENTIAL DISTINCTION (ACHIEVE THE ROTARY CITATION PLUS ONE TO THREE OF THESE GOALS)	
Achieve a net gain of five or more members	Not impacted
Organize a family-oriented service project that connects families of your members, youth program participants and others	Because many schools are closed, families may be looking for activities they can do together. You can organize an effort to write letters to emergency medical workers or people in nursing homes. Families can record themselves reading their favorite books to share online.
Show how your club's members are People of Action by promoting your	Not impacted

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GOAL	WAYS TO STILL ACHIEVE THE GOAL
club and its service activities on social media at least 4 times per month	
Initiate or continue a leadership, personal, or professional development program to enhance members' skills and the value of their membership	Ask members to record themselves talking about the ways they're adapting to the current circumstances. Share these recordings during a meeting, on social media, or on your website. Help others learn from your experiences.