To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of $0.00. Invoices are due when they are posted, in mid-January and mid-July.

Beginning in 2020-21, Rotary club leaders can 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 achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central

Once you are in Rotary Club Central, navigate to the Goal Center, select the year, and click on the All tab to see the goals. Below are the goals for the 2020-21 Rotary year:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Goal Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club membership</td>
<td>How many total members does your club want by the end of the Rotary year?</td>
</tr>
<tr>
<td>Service participation</td>
<td>How many members will participate in club service activities during the Rotary year?</td>
</tr>
<tr>
<td>New member sponsorship</td>
<td>How many members will sponsor a new club member during the Rotary year?</td>
</tr>
<tr>
<td>Rotary Action Group participation</td>
<td>How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?</td>
</tr>
<tr>
<td>Leadership development participation</td>
<td>How many members will participate in leadership development programs or activities during the Rotary year?</td>
</tr>
<tr>
<td>District conference attendance</td>
<td>How many members will attend your district conference?</td>
</tr>
<tr>
<td>Rotary Fellowship participation</td>
<td>How many club members will be members of a Rotary Fellowship during the Rotary year?</td>
</tr>
<tr>
<td>District training participation</td>
<td>How many of your club’s committee chairs will attend the district training assembly?</td>
</tr>
<tr>
<td>Annual Fund contributions</td>
<td>How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?</td>
</tr>
<tr>
<td>Goal</td>
<td>Goal Detail</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>PolioPlus Fund contributions</td>
<td>How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?</td>
</tr>
<tr>
<td>Major gifts</td>
<td>How many single outright donations of US$10,000 or more will be made by individuals associated with your club during the Rotary year?</td>
</tr>
<tr>
<td>Bequest Society members</td>
<td>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?</td>
</tr>
<tr>
<td>Benefactors</td>
<td>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?</td>
</tr>
<tr>
<td>Service projects</td>
<td>How many service projects will your club complete during the Rotary year?</td>
</tr>
<tr>
<td>Rotaract clubs</td>
<td>How many new and existing Rotaract clubs will your club sponsor during the Rotary year?</td>
</tr>
<tr>
<td>Interact clubs</td>
<td>How many new and existing Interact clubs will your club sponsor during the Rotary year?</td>
</tr>
<tr>
<td>Inbound Youth Exchange students</td>
<td>How many Rotary Youth Exchange students will your club host during the Rotary year?</td>
</tr>
<tr>
<td>Outbound Youth Exchange students</td>
<td>How many Rotary Youth Exchange students will your club sponsor during the Rotary year?</td>
</tr>
<tr>
<td>RYLA participation</td>
<td>How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?</td>
</tr>
<tr>
<td>Strategic plan</td>
<td>Does your club have an up-to-date strategic plan?</td>
</tr>
<tr>
<td>Online presence</td>
<td>Does your club's online presence accurately reflect its current activities?</td>
</tr>
<tr>
<td>Social activities</td>
<td>How many social activities will your club hold outside of regular meetings during the Rotary year?</td>
</tr>
<tr>
<td>Update website and social media</td>
<td>During the Rotary year, how many times per month will your club's website or social media accounts be updated?</td>
</tr>
<tr>
<td>Media stories about club projects</td>
<td>How many media stories will cover your club's projects during the Rotary year?</td>
</tr>
<tr>
<td>Use of official Rotary promotional materials</td>
<td>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?</td>
</tr>
</tbody>
</table>