

ROTARY CLUB OF CAPITOL HILL STRATEGIC NOTE AND TARGETS FOR 2016-17

This note outlines in some details priorities for the Rotary club of Capitol Hill (RCCH) in 2016-17. This is the first “strategic plan” for the club since its creation in 2003. Given that the club is small, strategic planning may not have been needed in the past. But the club has adopted important changes this year towards a new strategic positioning on a trial basis. Given that these changes may be of interest not only to the club, but also to other Rotary clubs and districts, it is useful to explain what the vision forward is, and its implications for priorities.

The note is based on discussions held in the club over the last few months in order to strengthen the club’s membership and increase the impact of the club in the community, both locally (in the Capitol Hill neighborhood of Washington, DC) and internationally (through global grants). The note provides a rapid diagnostic of the club’s current strengths as well as areas for improvement. It explains the motivation behind major changes in how the club will operate starting with this Rotary year. It also outlines a number of priorities together with measurable targets to be achieved in 2016-17.

I. DIAGNOSTIC AND STRATEGY

Rapid Diagnostic

Strengths: The club is friendly and informal. It is small enough for each individual member to make a difference in the achievements of the club. It has a small core of committed members and good balance in membership by gender, age, and professional backgrounds. Members are service-oriented and willing to participate in service activities. The club has a small foundation that can provide tax deductions for donation by members and others. The club is also strong on Rotary Foundation giving per member thanks in large part to Paul Harris Society (PHS) members. This makes the club eligible for matching grants from the district for district or global grants. The location of the club in Washington DC brings visitors to the club and makes it easier to attract speakers. The cost of

membership, at \$600 per year, is relatively low. The club faces competition from three other Rotary clubs in the city, all of which are larger, but RCCH is the only breakfast club, which helps for differentiation. Finally, the club has shown a willingness to try new strategies for growth, including recently approved important changes.

Areas for improvement: The club has suffered from membership erosion for many years. Five years ago the club had 31 members. This has declined to an all-time low of 18 members as of July 1, 2016 with more losses expected due to member relocations. On service, with the exception of a few members, involvement of most members in projects, both local and international, is fairly limited. Attendance at club meetings is low, with typically only 5-6 members present on average. The club is not well known, and not actively engaged with the local community either by itself or through partnerships. It does not have a signature service project with participation by a majority of the membership, and also does not have a signature fundraising activity. Overall, the club needs to adopt a more distinctive strategic positioning to attract new members and make a larger positive impact in the community.

Strategy

The progressive erosion in membership over the last five years is a threat to the club’s sustainability. Reversing this trend is a top priority. The good news is that this should be feasible (hopefully!), provided the club adopts clear priorities, offers better service and fellowship opportunities, and increases its visibility locally. Said differently, to regain strength, RCCH needs to provide a clearer value proposition to members both current and prospective.

To that end, major changes in how the club will operate were approved by the club board and the membership in May 2016 for the 2016-17 Rotary year. Starting in July for a trial period of six months and with the expectation that the pilot will become permanent if successful, four main changes were

adopted in terms of service projects, public image, membership initiatives, and club meetings.

- **Service Projects:** Given that the club is small, if it aims to have a positive impact in the community, it needs to be selective in the projects it pursues and these projects must hold promise to be impactful if implemented well. Starting this year, following a pilot pro bono engagement implemented in the last three months with the local nonprofit One World Education, the club will aim to become a leader in the Capitol Hill community and in Washington DC in the provision of pro bono advice to nonprofits serving the less fortunate. This should lead to higher impact service work. It could also help attract new members, including younger members interested in service work as well as the mentorship opportunities that pro bono work provide. The club will still pursue traditional service projects through which members volunteer together, say for a half day, as those bring cohesion to the club and serve the community. It will also continue working on international projects that build on the skillset of the membership. But these are less of a priority at this stage than pro bono engagements which are more likely to help in attracting new members, bring visibility to the club locally, and have a larger impact on the local community.
- **Public Image:** the club agreed to increase its visibility in the local community through the organization of service-oriented public events at various venues; it will also step up efforts at communication with traditional and social media, including blogs and local magazines. The fact that the club will focus in large part on pro bono advice to local nonprofits should help in providing opportunities for news stories/visibility.
- **Membership:** the club will step up member recruitment efforts. Better service projects and stronger local engagement should help

for recruitment. In addition, two new membership categories were approved: the first is for spouses/partners at a reduced rate and the second for businesses and nonprofits at the standard rate. The club will also consider implementing a program to attract young professionals but this has not yet been formally approved as it was felt the idea required further discussion.

- **Club Meetings:** the club will have only two regular meetings per month instead of four. These regular meetings will take place on the second and fourth Tuesdays of the month. The first Tuesday of the month will be used to hold a monthly board meeting (all members are however free to attend). The third meeting will on occasion be used for hands-on service project, for example serving breakfast at the homeless shelter of Central Union Mission. Overall, the shift to two regular meetings instead of four will free time for stronger local service projects (especially our pro bono initiative) and the organization and promotion of attractive community events. In addition, at least for the beginning of the year, speakers invited for regular meetings will more often than not be from the local community, including the nonprofits the club will work with. This again is expected to help in creating a critical mass of knowledge, goodwill, and engagement to revitalize the club.

II. TARGETS FOR 2016-17

Table 1 provides a summary of some of the club's targets for 2016-17, together with baseline data for activities/outputs/outcomes that are (somewhat) quantifiable. Targets are proposed in seven areas:

- Service Projects;
- Visibility and Public Image;
- Membership Growth and Fellowship;
- New Generations/Young Members;
- Club Meetings, Speakers, and Location;
- Giving and Fundraising; and
- Knowledge Dissemination.

The rationale for the targets and proposed steps to achieve them are discussed below. In addition to club-specific targets, the club will also aim to meet the criteria for the Rotary International Presidential citation (the criteria are listed in annex). While the objectives for the club are not *per se* to obtain the Presidential citation, the criteria for the citation represent priorities for Rotary International as a whole and it makes sense for the club to contribute to these priorities. Receiving the Presidential Citation would also provide recognition for the efforts of the membership to strengthen the club and achieve a higher impact in the community.

Table 1: Club Targets for 2016-17

Targets	2015-16	Target
Service Projects		
Pro bono engagements	[Pilot]	8
Other local service opportunities	4	8
Global grants approved	-	2
Visibility and Public Image		
Participation in external events	3	6
Organization of external events	-	4
Local media articles/stories	[Pilot]	4
Modernized website	-	✓
New club brochure	-	✓
Master list of email contacts	-	✓
Stronger online presence with RI	-	✓
Membership Growth/Fellowship		
Number of members on June 30	18	25
Under 35 membership program	-	✓
Fireside chats/fellowship events	1	4
Attendance - District Conference	2	4
Attendance - RI Convention	1	3
New Generations/Young members		
Interact club sponsorship	✓	✓
Non-Rotarians helping for pro bono	-	10
RYLA students sponsored	2	2
Speakers and Club Location		
More Capitol Hill speakers	-	✓
New club location (if needed)	-	✓
Giving and Fundraising (\$)		
Giving to TRF	5,250	8,000
Giving to TRF per member	263	300
Knowledge Dissemination		
Briefs in new education series	[Pilot]	15
Booths at District Conf. & RI Conv.	-	2
Knowledge studies	-	2

Note: Activities in 2015-16 noted as pilot refer to the pilot pro bono project (evaluation of One World Education and dissemination through briefs series and media article).

Service Projects: (1) Capitol Hill Pro Bono Initiative

A cornerstone of the new positioning proposed for the club is the Capitol Hill Pro Bono Initiative. Building on a successful pro bono pilot started in the spring of 2016 with One World Education, the club will provide pro bono advice to local nonprofits on the challenges they face. The initiative should help to 1) increase participation in service projects by the club membership; 2) increase the visibility of the club locally; 3) achieve higher impact on the community; and 4) recruit new members.

The target for the year is to complete at least eight pro bono projects, or at least four per semester. If more projects could be completed without sacrificing quality, this would be better for the club and the community. As of July 15, the following projects have been tentatively identified as candidates for pro bono engagements (contacts have been established with all these organizations but in some cases more detailed discussions are needed to define more precisely the projects):

1. *Capitol Hill Group Ministry*: Assessment of the outreach program to the homeless and cost-benefit analysis for grant applications.
2. *College Education Promise*: Diagnostic for DC of existing programs aiming to provide college opportunities for low income youth.
3. *District of Columbia Public Schools*: Analysis of stakeholder surveys (including for students and teachers) for policy insights.
4. *Eastern High School*: Support to the school through various engagements, including presentations to students on careers.
5. *Innovations in Education in DC*: Series of briefs on innovative education programs for which evaluations demonstrate impacts.
6. *Latin America Youth Center*: Cost-benefit analysis of the *Promotores* program serving highly disadvantaged youth in the district.
7. *One World Education*: Completion of the evaluation of the program (argumentative writing in middle and high schools).
8. *Rotary Peace Fellows (RPFs)*: Case study on graduate peace degrees in the DC area and employment patterns for RPFs.

9. *Serve Your City*: Assessment of pilot financial literacy course for high school students and strategy for expansion in DC.

Intentionally, many of the above projects are focusing on education and skills for youth, with the hope of achieving synergies between projects. These contacts could lead to additional unique pro bono opportunities that could achieve larger impact because they would have implications for the DC education system as a whole. Additional projects with local nonprofits will be suggested in coming weeks and months. However, at this stage, the projects listed above are the most concrete.

The pro bono projects will be implemented by teams of 2-5 individuals, including Rotarians as well as non-Rotarians interested in working with us. Each team will include a team lead or co-lead who must be a club Rotarian. The pro bono initiative was formally launched at a well-attended public event on July 12 at the Hill Center with Eric Goldstein, the CEO of One World Education, as keynote speaker.

Importantly, the club will aim to contribute through some of its pro bono work to innovations in service work as well as evaluation, so that successful pilots undertaken by local nonprofits can be assessed and scaled up if successful. The club will also monitor its own performance in pro bono work by requesting candid feedback from partner nonprofits through a small survey to be implemented at the end of each pro bono project to measure partner satisfaction.

Service Projects: (2) Other Opportunities

The club will continue to be active with other local organizations that it has supported in the past and which provide volunteer opportunities. Highlights in the past year include volunteering with the District Alliance for Safe Housing (doing garden work), the Raney Moss Foundation (collecting toiletries), and the Salvation Army (ringing the bell at Wall Mart). The target will be to increase such volunteering opportunities to at least two activities per quarter (eight per year) that members can participate in.

The club will also implement at least two international global grants in Nepal for which work has been underway over the last year. While there have been delays in finalizing the first project on teacher training in Humla district, the project should be finalized soon. A second project on providing digital libraries in secondary schools in one district, again with appropriate teacher training, is also at an advanced stage of preparation. Other global grant proposals could be suggested, noting that while the club may take the lead in the design of projects, it is often a minority contributor in terms of funding.

Visibility and Public Image

The club will continue to participate in local community events, as it has recently started to do. In the past year, the club started to participate in three main local events: the Barracks Row Festival in September, the Hill Volunteer Fair in April, and the World Bank Volunteer Day in May. In addition to participating in these events, the club will actively seek other community events in which it could participate to be better known in the community.

Even more importantly, the club will become more active in organizing its own events, with a target of four to five events to be organized in 2016-17. The following events are under consideration:

- July 12: Launch of the Pro Bono Capitol Hill Initiative at the Hill Center (just completed with attendance of more than 40 people);
- September 20 (for the International Day of Peace on the 21st): Event on education for peace and development at the World Bank with participation of Rotary Peace Fellows;
- November 2016 or February 2017: Club foundation event and fundraising effort;
- March 2017: Potential event on innovations in education in DC in partnership with major DC-based education organizations;
- June 2017: Booth and potential event at the International Convention in Atlanta

The club foundation event would be an occasion to 1) celebrate club giving to a small number of local nonprofits; 2) celebrate international giving through

global grants (e.g., Nepal grants if approved); and 3) potentially raise funds for future projects.

In order to better promote its external events, the club will put together and use an inventory of social/traditional media outlets in which events can be listed ahead of time, typically at no cost. Occasionally, the club may – if resources permit – advertise online for especially important events that have the potential of attracting larger audiences.

The club will also make a more systematic effort to contact local media (social and traditional) to make its work and contribution better known. Examples include the recent publication of an article on the evaluation of One World Education in the *Hill Rag* magazine and blog posts on the *Hill Is Home*. The results of pro bono projects could provide – with the approval of the local nonprofits involved – great occasions for media coverage of RCCH initiatives.

The club needs to revise its brochure so that the new brochure – to be shared at events – reflects the new priorities of the club. This new brochure should be finalized at the latest by end August to be used at the events planned by the club for September.

In terms of online presence the club will modernize its website to better display its work in the community, including the results of the pro bono initiative, as well as the series of briefs on innovations in education in Washington, DC, among others. The club recently joined “meet-up” which could be useful in generating additional visibility and possibly members – our subscription was approved on a pilot basis and will be assessed.

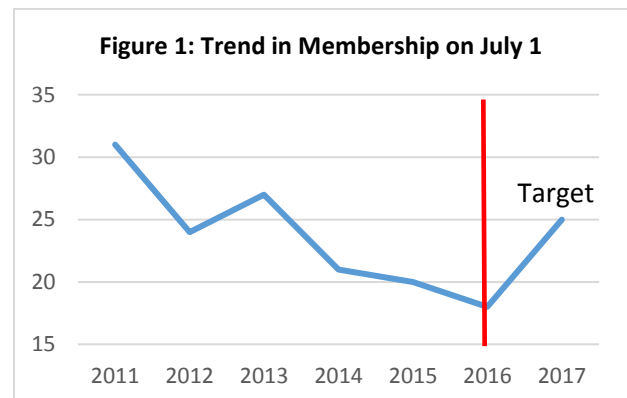
The club will also contribute to Rotary International (RI) targets for online engagement and visibility in various ways. RI is aiming to increase club and member contributions online (see the criteria for the presidential citation in annex). For example, it aims to have 50 percent of club members identify their skills and interests on My Rotary, and it encourages clubs to post projects in Rotary Showcase as well as ideas for new projects on Rotary Ideas. RI also encourages members to participate in discussion groups and become

members of Rotarian Action Groups. Overall, the club will thus aim to have a stronger presence online on MyRotary.org, which may prove to be beneficial for the club’s service projects (fundraising).

Finally, the club will create a master list of contacts with emails and other information for speakers, non-Rotarian volunteers for the pro bono initiative, and individuals/contacts for the Capitol Hill area, so that it can promote more effectively its activities.

Membership Growth and Fellowship

The top priority of the club in 2016-17 is to increase membership so that the club becomes more sustainable, and many of the steps outline above have this objective in mind. The target is to increase membership from 18 to 25 by June 30, 2017. This would enable us to regain more than half of the membership losses of the last five years (Figure 1). Given expected departure by a few current members due to relocations, this translates into a required gain of at least 10 new members. If higher membership growth could be achieved this would be even better for the dynamism of the club. The new categories of membership recently approved should help, but the key will be the commitment to membership growth of the current membership as well as the ability of the club to increase its profile in the community through unique service offerings.



In the last two months, in order to lay the groundwork for membership growth, club members participated in several volunteer fairs (Capitol Hill Volunteer Fair and World Bank Volunteer Day) and related event (presentation to World Bank retiree

association). The club will pursue actively such engagements and assess whether they are successful in expanding the membership.

To promote membership in the club by local businesses, the club will become again a member of the Chamber of Commerce of Capitol Hill (CHAMPS). In the past such efforts did not generate growth in membership or collaborations, but success depends on how active club members are in participating in CHAMPS events as well. Therefore an effort will be made to actively participate in CHAMPS meetings. Other options for membership growth are discussed further below in relationship to new generations and the club's ability to attract young members.

Given the expectation of membership growth and the fact that new members will be less familiar with Rotary will join the club, the club will organize one fellowship event per trimester, ideally at a member's house, so that members can get to know each other better in an informal way. To the extent feasible, club members will also participate in events organized by other clubs in the DC area.

The club will participate in the District conference to be held in May 2016, with the aim of having stronger attendance by members as well as a booth in the House of Friendship. In addition, given that the International Convention is in Atlanta in June 2017, the club will also have a presence at the convention.

New Generations/Young Members

The club is currently sponsoring an Interact club at Washington International School and will continue to do so. Opportunities for joint projects with the Interact club will be sought. The club has also a tradition of sponsoring one or two high school students for participation in RYLA – this tradition will continue given the benefits for the students.

The club will consider membership opportunities at lower cost (\$300 per year) for young professionals who have limited resources but would be interested in becoming Rotarians and participating in our projects, especially the pro bono initiative (under 35 membership program mentioned in table 1).

As an alternative, to attract young members at low cost to them, the club could explore the possibility of creating a Rotaract club whose members could also be members of RCCH as per the new rules adopted under at the 2016 Council of Legislation. If we were successful in sponsoring a new Rotaract club, we could achieve higher membership growth overall. But the simpler alternative to attract young members is probably a membership category at a lower cost combined with the mentoring opportunities that the pro bono initiative provides.

Finally, as another option to be discussed further during the year, possibly with an emphasis on new generations, the club could create a RCC (Rotary Community Corps), for example for the volunteers involved in the pro bono initiative who do not wish to become members. Whether a RCC is created or not, the fact that non-Rotarians will actively be engaged together with club members in the pro bono projects should have several benefits: this will 1) expand the capacity of the club to serve the community; 2) create visibility and goodwill among participating non-Rotarians; and 3) facilitate the recruitment of scarce expertise as needed to strengthen the pro bono teams. Overall, the active engagement of non-Rotarians in the club's service project should help achieve higher impact in the community. The target is to recruit at least 10 non-Rotarians to be part of the pro bono teams.

Speakers at Meetings and Club Location

As mentioned earlier, the club recently decided to have only two regular meetings with speakers per month. This should make it easier to attract good speakers. For the first few months of the year however, the priority will be to welcome speakers from organizations (including local nonprofits) the club will partner with through the pro bono initiative, so that all club members are aware of the projects teams are working on and opportunities for partnerships can be discussed. The priority will also be to welcome as guests speakers from local organizations such as CHAMPS, the Community Foundation of Capitol Hill, and the Hill Center, again in order to explore ways to collaborate.

In subsequent months, the club will aim to invite well known and engaging speakers, advertising (in most cases at no cost) these speakers in local social and traditional media channels. The club will create a master list of email contacts to advertise its speakers not only to club members, but also to others who have been in contact with the club or may be interested in specific speakers.

If membership growth is achieved and if stronger communication about club meetings with speakers is implemented, this may bring additional attendees at meetings. As a result the club may need a new location for meetings given that the larger and nicer room at the Dubliner Restaurant and Pub is no longer available. The club will therefore explore a new location in Capitol Hill for its regular meetings.

Giving and Fundraising

The club has a strong tradition of giving to Rotary International. Given that this year is the centennial for the foundation, a special effort will be made to raise and give funds to the foundation. A number of targets proposed for the Presidential Citation (see the criteria in annex) will be considered. In addition, table 2 below provides data on recent giving and targets for 2017. The objective will be to achieve a higher level of total giving to the Rotary Foundation, for which an increase in membership should greatly help. Members will also be encouraged to become benefactors or members of the bequest society.

Table 2: Giving Patterns to the Rotary Foundation

Year	Club Giving to Foundation (\$)	Giving per Member (\$)
2013	7,809	325
2014	6,422	238
2015	6,683	312
2016	5,250	263
2017 target	8,000	300

The club also has a small 501c(3) foundation to which members and the club may donate. The Foundation is used to make contributions to local nonprofits and global projects. Giving to the club's foundation by members is currently limited, and no financial transfers from the club's accounts to the

foundation were implemented in 2015-16. The target for new contributions to the club's foundation from the club as well as members for 2016-17 is at least \$5,000. To improve fundraising as well as visibility, the club will consider holding a club foundation/fundraising event that could become a signature activity. Club foundation giving for various local nonprofit groups would be done at that event only, as opposed to throughout the year as currently done. This should help achieve critical mass and provide opportunities for higher visibility and membership recruitment for the club.

The club will also consider creating a small award for local nonprofits that would be given at the club foundation event, in relationship with the pro bono work. In terms of the timing of the club foundation event, the club should first achieve gains in membership before launching the event to make sure that we have a critical mass of participants. For this reason the foundation event could be organized this year around February, but in the future it may be better to hold such an event in November.

Knowledge Dissemination

The club is embarking on an experiment with a new positioning and more clearly defined targets in a number of areas. The service projects of the club, and especially the pro bono initiative, are likely to generate knowledge that should be valuable to nonprofits as well as service clubs. The experiment of the club itself should be documented – starting with this initial strategy note, as it may hold value for other service clubs and Rotary International.

For those reasons, the club will also aim to curate and disseminate the knowledge it creates. Three examples of knowledge products should be noted:

- **Pro bono initiative:** The pro bono projects, many of which are related to education and skills in the District of Columbia, should generate contributions to the new series of briefs on innovations in education co-sponsored by the club and the World Bank. The series was launched in May 2016 in part in anticipation of the club's pro bono work.

In addition, some of the work done under the pro bono initiative could lead to the publication of other knowledge outputs to which the club could be associated.

- **Global grants:** The club's work on two innovative global grants on education in Nepal is also a prime target for a knowledge contribution, with the aim of publishing an edited volume with case studies on the projects based on existing data. This would contribute to policy dialogue on education in the country, in partnership with the NGOs implementing the projects on the ground, and would represent a rare illustration of monitoring and evaluation in Rotary.
- **Materials for Rotarians:** The new strategy being tested on a pilot basis by the club could have value for Rotary International and other clubs. Therefore, apart from having members attending the District conference and the Rotary International Convention, the club will aim to have booths in the Houses of Friendship for both events, so that the steps taken this year to strengthen membership and our impact on the community can be shared broadly (especially if successful). For these events the club will aim to prepare easy-to-read synthesis documents that summarize key achievements as well as challenges encountered in implementing this strategic note (noting that lessons learned from potential lack of success could be as useful as those learned from success). Some of those results could also be shared on Rotary online platforms such as *Rotary Voices*.

IV. CONCLUSION: PARTNERSHIPS, INNOVATION, AND EVALUATION

This note has outlined a new pilot strategy for RCCH and identified priorities for the club for 2016-17, with membership growth and pro bono service projects at the very top. In summary, RCCH will aim to position itself as a leading Rotary club in the greater DC area and beyond for the implementation of innovative service projects that have measureable positive impacts on the community and partner nonprofits. This new strategic positioning should help for long-term growth in membership and larger impacts in the community.

At its core, the new club positioning is informed by a conviction that Rotary needs to invest more in partnerships, innovation, and evaluation if it is to be successful. This is true not only globally for Rotary International, but also locally for Rotary clubs¹.

Partnerships help to implement larger and more sophisticated service projects and they contribute to building the expertise of partners. Partnerships may also generate gains in visibility and media coverage. Polio is a great example of such benefits for Rotary at the international level, but there is no reason to believe that this could not be achieved locally as well by individual Rotary clubs or districts. For RCCH, the pro bono initiative represents a major step forward in building partnerships with the local community. Partnerships do have a cost since substantial efforts are required for collaborations to work well. But if partnerships deliver larger impacts, help build expertise, and generate positive visibility, the gains are likely to outweigh the costs.

Apart from partnerships, innovation is also crucial to achieve larger impacts and discover better ways to serve communities. Without innovation, the contribution of Rotary clubs locally (and for that matter even globally through the Rotary Foundation) are drops in large buckets of assistance

¹ On the importance of partnerships, innovation, and education for achieving higher impact in Rotary, see: <https://rotarianeconomist.files.wordpress.com/2015/11/increasing-impact51.pdf>

and service work. By contrast, if Rotary clubs experiment and innovate, local pilots that prove successful can potentially be scaled up, thereby achieving potentially much larger impact. Beyond the positive contribution that RCCH will hopefully make to the community and local nonprofits through new partnerships, from a Rotary point of view perhaps the club's new positioning itself, if it proves successful, could emulate other clubs to move in a similar direction to achieve impact.

Finally, without monitoring and evaluation (M&E), innovation may not help because impacts on the ground must first be demonstrated at the pilot stage before scaling up a promising intervention. The crucial importance of M&E is why several of the local nonprofits that RCCH will partner with through its pro bono initiative have requested assistance specifically for evaluation and cost-benefit analysis.

M&E matters for local nonprofits, but it also matters for Rotary, both locally and internationally. The need to candidly assess impacts applies not only to nonprofits but also to service clubs. This means that RCCH needs to evaluate itself thoroughly. The club's experiment with a new strategic positioning will need to be proven successful before promoting this new approach to serving the community to other Rotary clubs and districts. This means that RCCH

needs to adopt an M&E mindset as well to assess the success (or lack thereof) of its new strategy and positioning using clear metrics (such as those in table 1). In addition, especially for a service club, M&E needs to be participatory. Therefore the club will hold candid quarterly assembly meetings to discuss progress towards agreed priorities, options for moving forward, and corrective actions. In short, innovation and evaluation are like twins: they work best as a pair. M&E is needed for Rotary to learn internally from innovation, assessing both successes and mistakes at both the local and global levels.

To conclude, this note was written because of a conviction that all three ingredients—partnerships, innovation, and evaluation, are needed to increase the impact of Rotary's service work not only globally, but also locally. The note was written primarily to guide the engagement of RCCH in its own community this coming year. But perhaps the note could also be useful for other clubs and districts as they think about their own options.

It is not clear whether RCCH will succeed in its new approach to service and membership growth, and the targets set forward in this note are ambitious for a small club. On a regular basis but especially a year from now, the club will share the results of its new initiatives as well as the lessons learned.

Annex Table: Presidential Citation Criteria for the Rotary Year 2016-17

MEMBERSHIP ATTRACTION AND ENGAGEMENT (Achieve 2)

- Net gain in membership of at least one member
 - Increase in retention rate by at least 1 percent
 - Induction of at least 2 members under 40
-

FOUNDATION GIVING (Achieve 3)

- TRF giving of at least \$536
 - TRF giving of at least \$26.5 from each member
 - PolioPlus giving of \$2,650
 - Annual fund contribution of \$100 per capita
 - Five year high giving
 - Increase benefactors & Bequest by one
-

ONLINE TOOL ADOPTION (Achieve 2)

- Have at least 50 percent of members identify skills/interests in profiles
 - Post one initiative in Rotary Showcase
 - Post a project in Rotary Ideas
 - Have two members participate in discussion groups
-

HUMANITARIAN SERVICE (Achieve 3)

- Sponsor at least one Rotary Community Corps
 - Have at least one member in a RAG
 - Sponsor one project with a global/district grant
 - Have a member attend a grant seminar through the web
 - Implement a project with a Rotary partner
 - Conduct a project with a partner organization
 - Partner for a project with at least 5 other clubs in region
-

NEW GENERATIONS (Achieve 3)

- Sponsor a Rotaract club
 - Sponsor an Interact club
 - Mentor a Rotaractor/Interactor
 - Involve Interactors in club projects
 - Sponsor/host a Rotary Youth Exchange student
 - Sponsor a participant in RYLA
-

PUBLIC IMAGE (Achieve 3)

- Host an event to inform the community
 - Get local media to cover an outstanding club project
 - Involve local media with at least one club event, project, fundraiser
-