

Clifton Springs  
**Rotary**  
Club



# Goals for 2023-2024

## I. Membership Category

## Goals

<p>1) Club Membership How many total members does your club want by the end of the Rotary year?</p>	<p>33 Active Members 6 Corporate Memberships 3 Family Memberships</p>
<p>2) Service Participation How many members will participate in club service activities during the Rotary year?</p>	<p>35</p>



**Membership Category (Cont.)**

**Goals**

3) New member sponsorship

How many members will sponsor a new club member during the Rotary year?

3

4) Leadership development participation

How many members will participate in leadership development programs or activities during the Rotary year?

4

5) District conference attendance

How many members will attend your district conference?

4



**Membership Category (Cont.)**

**Goals**

6) Rotary Fellowship participation  
How many club members will be members of a Rotary Fellowship during the Rotary year?

2

7) District training participation  
How many of your club's leaders will attend a learning event to prepare for their role?

4

8) Review and consider updating your club bylaws  
Do your club bylaws reflect your members and other participants' needs?

Reviewed and updated



**Membership Category (Cont.)**

**Goals**

6) Rotary Fellowship participation  
How many club members will be members of a Rotary Fellowship during the Rotary year?

2

7) District training participation  
How many of your club's leaders will attend a learning event to prepare for their role?

4

8) Review and consider updating your club bylaws  
Do your club bylaws reflect your members and other participants' needs?

Reviewed and updated



## II. Rotary Foundation Giving Category

## Goals

1) Annual Fund contributions

\$2000

How much money (USD) will be contributed to  
The Rotary Foundation Annual Fund by your club  
and its members during the Rotary year?

2 ) PolioPlus Fund contributions

\$500

How much money (USD) will be contributed to  
The Rotary Foundation PolioPlus Fund by your club  
and its members during the Rotary year?



## II. Rotary Foundation Giving Category (Cont.)

## Goals

### 3) Bequest Society members

1

During the Rotary year, 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?

### 4) Benefactors

1

During the Rotary year, 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?



III. Service Category

Goals

1) Service projects

How many service projects will your club complete during the Rotary year?

15



IV. Young Leaders Category

Goals

1) Interact clubs

How many new and existing Interact clubs will your club sponsor during the Rotary year?

1

2) RYLA participation

How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?

1





## V. Public Image Category

## Goals

1) Online presence

Does your club's branding (promotional materials, website, social media accounts) use current and correct Rotary logos and portray members as People of Action?

Yes, but we could do more

2) Social activities

How many social activities will your club hold outside of regular meetings during the Rotary year?

5

3) Update website and social media

During the Rotary year, how many times per month will your club's website and social media accounts be updated to reflect current activities and information of interest to the public?

8



V. Public Image Category (Cont.)

Goals

4) Media stories about club projects  
How many media stories will cover your club's projects during the Rotary year?

4

5) Use of official Rotary promotional materials  
Did your club use Rotary International's promotional, advertising and public service materials (videos, social media graphics, digital banners, etc.) available in the Brand Center, to post/share content to promote Rotary in your community throughout the Rotary year?

Yes, to a small degree.