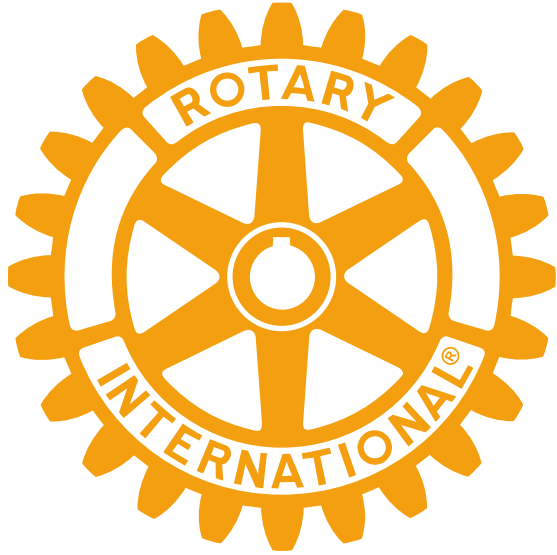




WHY GOALS MATTER IN ROTARY

And How President-Elects Use Rotary Club Central

SESSION OBJECTIVES

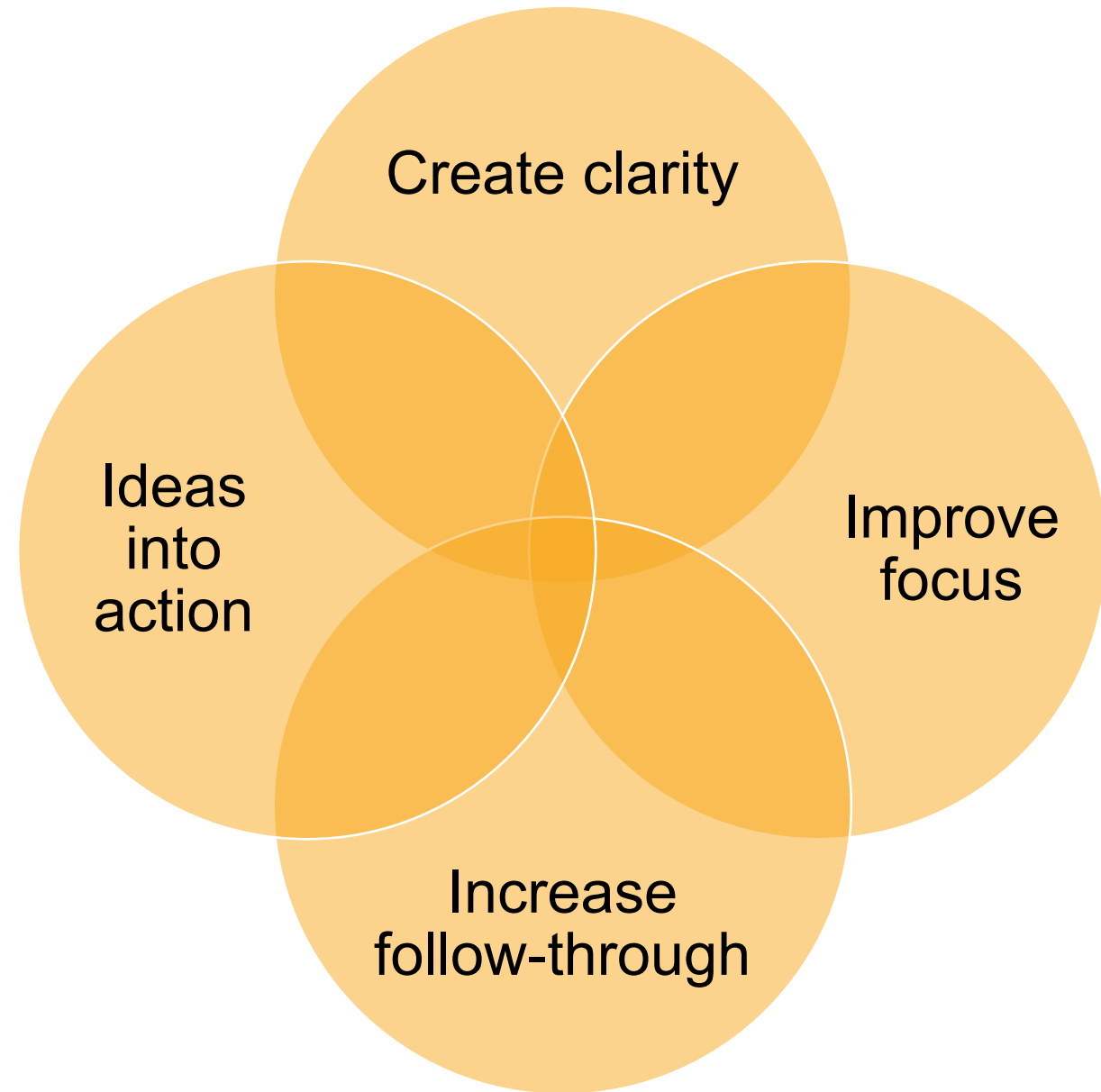
- Understand why Rotary emphasizes goals
- Connect goal setting to club success
- Review Rotary's goal categories
- Learn how to enter and track goals in Rotary Club Central
- Build confidence before July 1

WHY THIS MATTERS TO YOU

As President-Elect, you will:

- Set the direction for your year
- Work with a new board
- Be asked for goals early
- Be supported by the goals you set

GOALS: A LEADERSHIP FUNDAMENTAL



WITHOUT GOALS VS WITH GOALS

Without goals

- Drift
- Unclear priorities
- Reactive decisions

With goals

- Focus
- Measurable progress
- Accountability

WHY GOALS MATTER IN ROTARY SPECIFICALLY

Rotary is:

- Volunteer-led
- Global
- Changing leadership every year

ROTARY'S LEADERSHIP CYCLE

Every year:

- New president
- New board
- New energy

Goals ensure:

- Stability
- Momentum
- Long-term progress

GOALS ALLOW ROTARY TO:

- Measure global impact
- Identify trends
- Allocate resources
- Support clubs effectively

GOALS ARE NOT ABOUT CONTROL

Goals are not:

- Punishment
- Micromanagement
- Comparing clubs unfairly

Goals are:

- Support tools
- Planning tools
- Communication tools

WHAT IS ROTARY CLUB CENTRAL?

Rotary Club Central is:

- A planning tool
- A tracking tool
- A reporting tool

Used by:

- Clubs
- Districts
- Rotary International

WHO USES ROTARY CLUB CENTRAL

*Unfortunately,
not enough
Rotarians*

President-Elect

Club President

Club Secretary

District leaders

Members

YOUR ROLE AS PRESIDENT-ELECT

You are **expected** to:

- Plan your leadership year
- Work with your board
- Prepare goals before **July 1**
- Align club priorities

ROTARY CITATION: GOALS IN ACTION

To earn the **Rotary Citation**:

- Review 25 goals
- Select at least **13**
- Achieve and report them through Club Central

GOAL CATEGORIES

Rotary Club Central includes:

- Membership
- Service
- Rotary Foundation
- Youth programs
- Public image

MEMBERSHIP GOALS

Examples:

- Total membership
- New members
- Retention
- Engagement

SERVICE GOALS

Examples:

- Number of service projects
- Participation levels
- Community impact

FOUNDATION GOALS

Examples:

- Annual Fund contributions
- PolioPlus contributions
- Major gifts

YOUTH & PUBLIC IMAGE GOALS

Examples:

- Interact and Rotaract clubs
- Youth Exchange participation
- Media stories
- Online updates

BEFORE ENTERING GOALS

Review last year's results

Discuss priorities with your board

Set realistic targets

HOW TO ACCESS ROTARY CLUB CENTRAL

1

Log in to **My Rotary**

2

Go to **Club Administration**

3

Select **Rotary Club Central**

SELECTING THE CORRECT YEAR

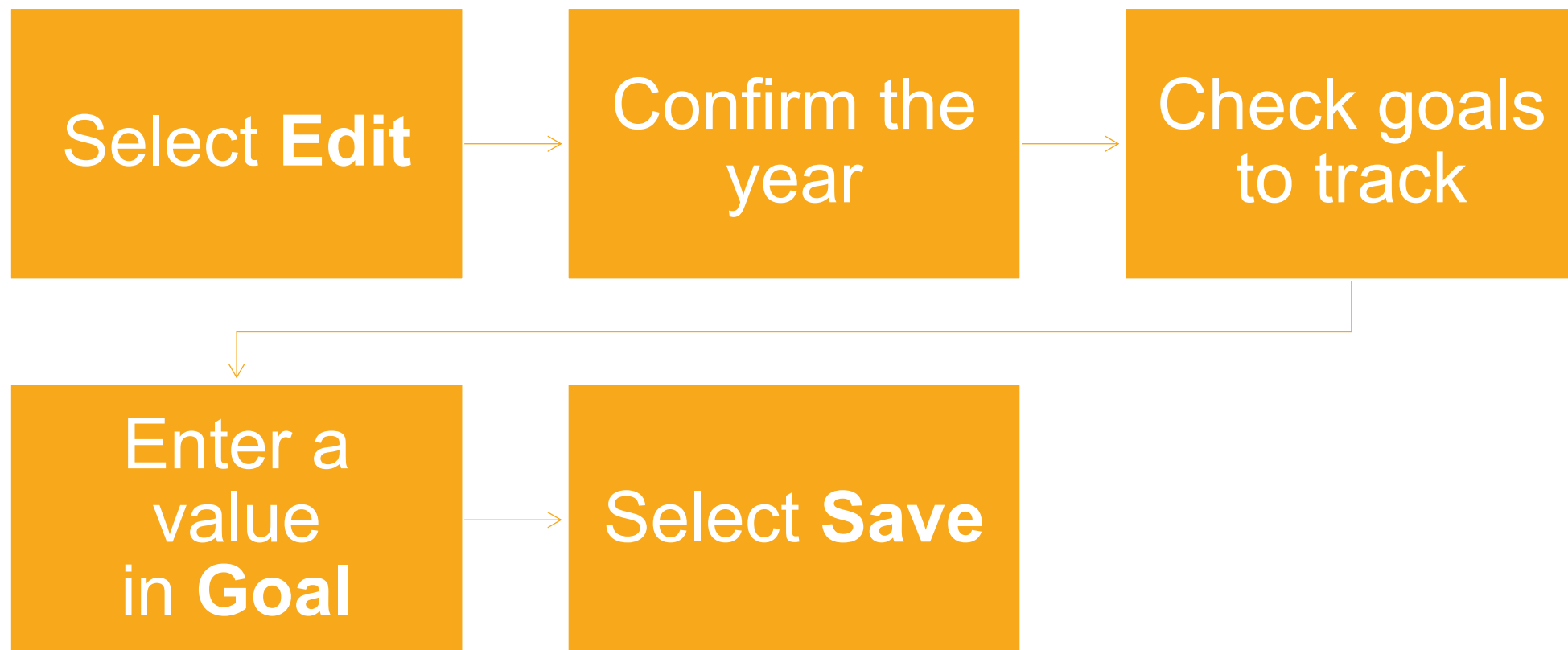


Choose the **upcoming**
Rotary year



President-Elect enters goals
for their year

HOW TO SET A GOAL



CHOOSING THE CORRECT YEAR

The screenshot shows the 'Club Goals' page in the Rotary Club Central interface. The left sidebar contains navigation links: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area is titled 'Club Goals' with the instruction 'Choose and set the goals your club will focus on and track progress.' Below this, it identifies the 'Rotary Club of Anytown' and shows '0 of 26 Achievement'. A year selector is set to '2023-24'. A callout points to this selector, stating: 'Before choosing your club's goals, make sure the **appropriate year** is listed'. Below the year selector, there are tabs for 'Enhance Participant Engagement', 'Increase our Impact', 'Expand Our Reach', 'Increase Our Ability to Adapt', and 'All'. An 'EDIT' button is visible, with a callout pointing to it that says: 'If the **Edit** button appears, select it to find goals your club wants to track. If this button reads **Save** and goals are displayed, proceed to the next step.' The page also includes a 'PRINT' button in the top right corner.

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track progress.

Rotary Club of **Anytown**

0 of 26 Achievement

< 2023-24 >

Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt All

EDIT

The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

Service participation
Show goal details and history

Social activities
Show goal details and history

Rotary Action Group participation
Show goal details and history

PRINT

My Rotary English

Before choosing your club's goals, make sure the **appropriate year** is listed

If the **Edit** button appears, select it to find goals your club wants to track. If this button reads **Save** and goals are displayed, proceed to the next step.

SELECTING GOALS

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track progress.

Rotary Club of Anytown

0 of 26 Achievement

< 2023-24 >

Enhance Participant Engagement • Increase our Impact • Expand Our Reach • Increase Our Ability to Adapt • All

✓ SAVE ✗ CANCEL Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals

	ACHIEVEMENT	OR	GOAL	SELECT GOAL
Service participation ➤ Show goal details and history			22	☒
Social activities ➤ Show goal details and history			12	☒
Rotary Action Group participation ➤ Show goal details and history			5	☒

Select the goals your club wishes to track by selecting the check boxes next to them

CHOOSING THE CORRECT YEAR

The screenshot shows the 'Club Goals' page in the Rotary Club Central interface. The left sidebar contains navigation links: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area is titled 'Club Goals' with the instruction 'Choose and set the goals your club will focus on and track progress.' Below this, it says 'Rotary Club of Anytown' and '0 of 26 Achievement'. A year selector shows '2023-24' with left and right arrows. A callout points to this selector, stating: 'Before choosing your club's goals, make sure the **appropriate year** is listed'. Below the year selector, there are tabs for 'Enhance Participant Engagement', 'Increase our Impact', 'Expand Our Reach', 'Increase Our Ability to Adapt', and 'All'. An 'EDIT' button is visible. A second callout points to this button, stating: 'If the **Edit** button appears, select it to find goals your club wants to track. If this button reads **Save** and goals are displayed, proceed to the next step.' The bottom of the page lists goal categories: 'Service participation', 'Social activities', and 'Rotary Action Group participation', each with a 'Show goal details and history' link.

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track progress.

Rotary Club of **Anytown**

0 of 26 Achievement

< 2023-24 >

Before choosing your club's goals, make sure the **appropriate year** is listed

Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt All

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Show goal details and history

Social activities
Show goal details and history

Rotary Action Group participation
Show goal details and history

PRINT

SETTING A GOAL

The screenshot shows the 'Club Goals' interface for the 'Rotary Club of Anytown'. The left sidebar contains navigation links: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area is titled 'Club Goals' with the subtitle 'Choose and set the goals your club will focus on and track progress.' Below this, it shows 'Rotary Club of Anytown' and '0 of 26 Achievement'. A navigation bar includes '2023-24' and categories like 'Enhance Participant Engagement', 'Increase our Impact', 'Expand Our Reach', 'Increase Our Ability to Adapt', and 'All'. A 'SAVE' button is highlighted with a callout. Below the buttons, there are three goal categories: 'Service participation', 'Social activities', and 'Rotary Action Group part'. Each category has a 'Show goal details and history' link. To the right, there is a table for selecting goals with columns for 'ACHIEVEMENT', 'GOAL', and 'SELECT GOAL'. The table shows three rows with values 22, 12, and 5 respectively, each with a green checkmark in the 'SELECT GOAL' column. A 'Sort selected goals' dropdown is also present.

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track progress.

Rotary Club of **Anytown**

0 of 26 Achievement

< 2023-24 >

Enhance Participant Engagement • Increase our Impact • Expand Our Reach • Increase Our Ability to Adapt • All

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. This

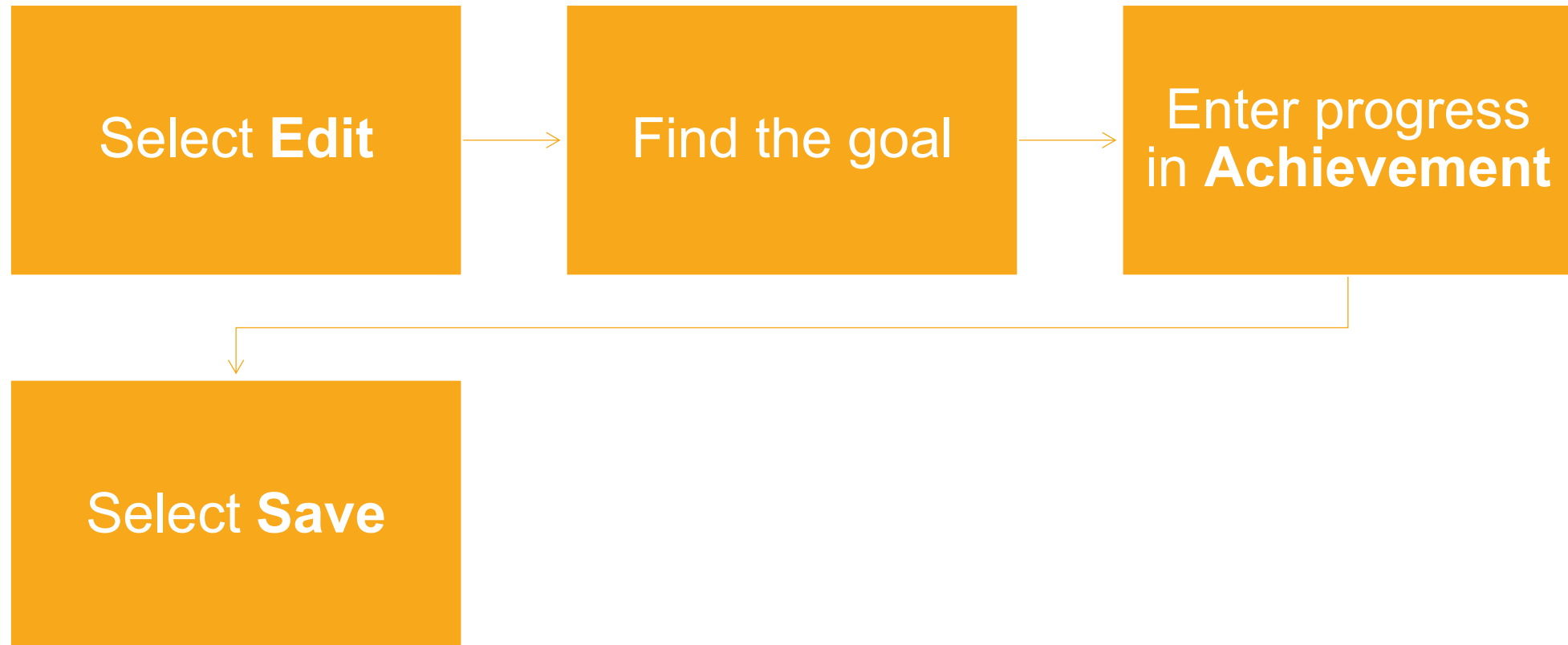
Sort selected goals

	ACHIEVEMENT	OR	GOAL	SELECT GOAL
Service participation Show goal details and history			22	☒
Social activities Show goal details and history			12	☒
Rotary Action Group part Show goal details and history			5	☒

Enter a goal value in the box titled **Goal**

Select **Save** after you've entered a goal value

HOW TO REPORT PROGRESS



UPDATING PROGRESS

The screenshot shows the 'Club Goals' interface for the 'Rotary Club of Anytown'. The left sidebar contains navigation links: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area shows the current goal 'Enhance Participant Engagement' with a progress bar at '0 of 26 Achievement'. Below this, there are buttons for 'SAVE' and 'CANCEL', and a text prompt: 'Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.' The bottom section lists three goal categories: 'Service participation' (goal 22), 'Social activities' (goal 12), and 'Rotary Action Group part' (goal 5). Each category has an 'ACHIEVEMENT' field, a 'GOAL' field, and a 'SELECT GOAL' checkbox. A 'PRINT' button is located in the top right corner.

Rotary Club Central

Club Goals

Choose and set the goals your club will focus on and track progress.

Rotary Club of Anytown

0 of 26 Achievement

< 2023-24 >

Enhance Participant Engagement • Increase our Impact • Expand Our Reach • Increase Our Ability to Adapt • All

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

	ACHIEVEMENT	OF	GOAL	SELECT GOAL
Service participation Show goal details and history	0	OF	22	☒
Social activities Show goal details and history	0	OF	12	☒
Rotary Action Group part Show goal details and history	0	OF	5	☒

Sort selected goals

Enter your club's progress towards a chosen goal in the **Achievement** column

Select **Save** after you've reported progress on your club's goal

TRACKING PROGRESS

Best practices:

- Update regularly
- Review quarterly
- Celebrate milestones

COMMON MISTAKES

- Setting unrealistic goals
- Not involving the board
- Forgetting to update progress
- Treating goals as “paperwork”

DISTRICT SUPPORT

Identify support needs

Share best practices

Provide targeted help

KEY TAKEAWAYS

- Goals create focus and momentum
- Rotary Club Central supports success
- Thoughtful goals make leadership easier
- You are not doing this alone

CLOSING



**Goals are how Rotary
turns vision into action.**



Thank you.