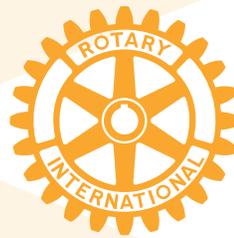




Rotary Opens Opportunities

Rotary



District 5960

2020-21 Club Awards and District Governor Citation



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

District Rotarians,

We are beginning our fourth year of the District 5960 Awards Program. Your continuing feedback on the awards has helped to improve and make the awards accessible to more clubs. We appreciate the feedback. Thank you for helping make the Awards Program a success!

Year 3's change of dividing the medium category into 2 separate categories - Medium and Medium Plus gave more clubs an opportunity to participate and made the program "Fair to all concerned"

The real benefits of the Awards Program have not changed, and the main points continue to be:

- Acts as a **Roadmap** for clubs: You don't have to reinvent the wheel to determine what you should focus on during the year – these awards provide suggestions on how to be a successful club!
- **Objective Criteria:** It helps put all clubs on a "level playing field" for consideration for the awards
- Allows for **Recognition** for a job well done: When your club does something well, you deserve to be recognized for that, and this provides a way to say "Good job!"
- **Friendly competition** means we all win: By doing more within our clubs, the benefactors of our efforts are the real winners!
- Finally, it's **FUN**: We all belong to Rotary because we enjoy it, so let's make sure we're having fun as we make an impact!

Rotary International President Holger Knaack's theme for 2020-2021 is ROTARY OPENS OPPORTUNITIES. This theme is perfect for Rotary and this program. Every element in each of the categories in the Awards Program is an Opportunity to increase our impact, expand our reach, enhance participant engagement and increase our ability to adapt.

Opportunities for our club members to do more good in our communities, with our partnerships, and internationally is what makes Rotary special!

Beyond the recognition, the Awards Program highlights what is special about each club and helps them envision what they could become. Whether it is strengthening the value to our members or demonstrating the value of the clubs in their community, the program should motivate us all to do more and be more, and to grow the impact we have on the world.

I look forward to celebrating with you at the Joint District 5950/5960 Conference of Clubs to be held at the McNamara Center - University of Minnesota on April 23, 2021.

Yours in Rotary,

A handwritten signature in black ink that reads "Ed Marek".

Ed Marek District 5960 Governor, 2020-21



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

All the Rotary Clubs will be divided into four divisions. There will be awards given out to the 1st and 2nd place finishers within each of the divisions for selected categories. The divisions are based on the following membership sizes as determined by the **July 1, 2020 Club Invoice**.

Small Club Division: 25 or fewer members

Medium Clubs: 26 to 60 members: will be divided evenly between Medium and Medium Plus in July

Large Club Division: 61 or more members

CLUB OF THE YEAR:

The judges will award points to five clubs in each of the following eight categories. First place will receive five points, second place – four points, etc.

- Membership
- Vocational Service
- Club Service
- Community Service
- Public Image
- International Service
- Youth Service
- Foundation Programs

The **Club of the Year** will be the club with the highest total score from the award categories, plus bonus points.

BONUS POINTS:

- Qualifying for the District Governor Citation (2 points)
- Participating in Judging (2 points)

Award recipients will be announced at the Joint District 5950-5960 Conference of Clubs on April 23, 2021.

SUBMISSION DEADLINE AWARD CATEGORY

June 30, 2021

Rotary Citation
Membership Growth Award
Rotary Foundation Giving Awards

March 29, 2021

District Governor’s Citation
Club Service Award
Community Service Award
International Service Awards
Public Image Award
Vocational Service Award
Youth Service Award

Clubs should complete the checklist, along with a one-page narrative. Submissions will be numbered and posted with the name of the Club. Please do not exceed the number of pages; information over the set limits will not be considered. Clubs will also have the option of online submission. More details will be shared at a later time.

Judging will be based on information submitted by the Clubs. Volunteers will judge divisions other than their own. This judging is voluntary but clubs will be awarded bonus points for judging. The results are subject to review by the District Governor and District Team Leaders.

GENERAL AWARD SUBMISSION RULES:

- Use the Master Checklist to indicate what is being submitted.
- Use the check-off form for each category.
- Please do not alter the form; any additional information will not be considered.
- All narratives are limited to 1 page and should be typed in an 8 ½” x 11” letter-size format.
- Use **Times New Roman** (12pt) font
- You can include up to six (6) pictures with your submission of the narratives.
- All award submissions should be entered through the Online Awards Portal.

All questions should be directed to Awards Team Leader Mitch Popple at calmar.popple@gmail.com.

Must be RECEIVED by March 29 midnight, CST.



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

ROTARY CITATION (Due June 30, 2021)

The Rotary Citation recognizes Rotary clubs for achieving an array of accomplishments that help them become stronger, deliver more effective service, and enhance their public image. By qualifying for the Rotary Citation, clubs contribute to Rotary's organizational goals and multiply the impact of their good work through the collective focus of 36,000 Rotary clubs worldwide. Clubs will have the entire year to accomplish all activities. Accomplishments will be verified by Rotary International data.

Award criteria:

Each section of the Rotary Citation contains required and additional activities. Please review the citation for details on each of the criteria and plan accordingly.

Additional information and form for this award are available on the RI website at:

<https://www.rotary.org/myrotary/en/news-media/office-president/presidential-theme>

DISTRICT GOVERNOR'S CITATION (Due March 29, 2021)

The District Governor's citation encourages clubs to strive to do more in pursuit of the District's and RI's goals in the areas of:

- Fun
- Membership
- The Rotary Foundation
- Service
- Youth
- Training/District Involvement
- Public Image

Additional information and submittal form for this award can be found on the D5960 Website at: <http://www.rotary5960.org/> on the Awards Page.

CLUB SERVICE AWARD (Due March 29, 2021)

This award involves many of the programs revolving around the operations of your club, its weekly meetings and fellowship activities. These items would include but are not limited to club programs, social functions, meeting ambiance, Family of Rotary inclusion, and membership attendance. Clubs are encouraged to engage in multi-club social events, meetings and projects.

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

YOUTH SERVICE AWARD (Due March 29, 2021)

This award is based on programs that benefit children and young adults. Working with schools, student scholarships, literacy projects, Interact & Rotaract Clubs, Youth Exchange, and RYLA are just some of the examples of Youth Service projects.

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

VOCATIONAL SERVICE AWARD (Due March 29, 2021)

As business leaders, Rotarians share their skills and expertise through vocational service, one of the Five Avenues of Service. Your vocational service efforts can play a vital role in improving the quality of life for those hardworking members of the community who need direction and expertise. A vocational project can involve any of a number of vocational service activities - mentoring, career days, vocational awards, adult literacy, business assistance, networking events, or even talking about your job at a club meeting. Through these activities, you can turn your experience into an invaluable resource for others.

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

COMMUNITY SERVICE AWARD (Due March 29, 2021)

Service defines Rotary's character; whether local or international, it promotes Rotary's appeal and visibility in the community, and is the reason Rotary continues to grow. Community service responds to the needs of a local community. Rotary clubs should determine top priorities for service projects by first learning about a community's needs and assets and then developing a response that addresses them.

An effective service project:

- Responds to a real issue, not an imagined one
- Improves the lives of community members
- Incorporates the abilities of those who are served



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

- Recognizes all participants' contributions as important and necessary
- Comes from a realistic assessment of resources available
- Aims for specific goals and objectives with measurable results
- Builds a working network

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

INTERNATIONAL SERVICE AWARD (Due March 29, 2021)

This award involves projects that take place outside of the United States. International projects should identify a specific need that will improve the quality of life and benefit others within that intended area. Clubs are encouraged to submit applications for both District and Global grants. Projects can be done by one club or involve the participation of multiple Rotary Clubs. Other international projects involve the establishment of Sister Clubs, participation in Friendship Exchange or sponsoring Rotary Youth Exchange, and other projects that promote cultural awareness and world understanding.

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

PUBLIC IMAGE AWARD (Due March 29, 2021)

While Rotary's Public Image is usually directed at an external audience, content raising awareness of Rotary is equally valuable in the continuing education of members. Clubs will be judged on criteria including:

- Use of social media (Facebook, Twitter, LinkedIn, etc. by networking members and club to promote the image of Rotary and activities of your club
- Coverage in "traditional" media (television, radio, print, etc.) and attempts at actually getting stories covered via news releases
- Effective creative use of club website and newsletters to communicate to members and prospective Rotarians

- Converting all Club Assets (websites, brochures, and marketing materials) to meet the RI Brand Standards – with a tolerance for zero exceptions.

First and Second place will be given in each of the four size categories. Activities not yet completed but planned for completion by June 30th are allowed to be included in submission.

MEMBERSHIP GROWTH AWARDS (Due June 30, 2021)

Membership is a critical component to the success of any club. This involves membership growth, development, involvement, training, retention and extension. Social functions and club harmony are important ingredients to increase club membership. The top five clubs can earn one to five points for Percentage Membership Growth for the Club of the Year calculation (based on April 1, 2021 RI Statistics).

Percent Membership Growth: (no form to submit)

This award is calculated based on the **net percentage** membership increase **from July 1, 2020 thru June 30, 2021**. First and second place awards will be given in each category.

FOUNDATION PROGRAMS AWARD (Contributions to TRF thru June 30, 2021)

There will be individual awards within this category. For Club of the Year purposes, rankings will be based on April 1, 2021 RI statistics. The top five clubs will be awarded points for the club of the year. For District Awards, recognition will be based on June 30, 2021 RI Statistics and announced in September, 2021.

Per Capita Giving Award: Total Per Capita Giving is the amount that has been contributed to the RI Foundation Annual Fund divided by the total membership population. Membership population is defined as the registered number of members that the club started with on 1 July 2020. First and second place awards will be announced in each size category.

Total Giving Award: Total Giving is defined as the total dollar amount that has been contributed to the RI Foundation (includes all funds, such as the annual fund, the endowment fund and Polio Plus fund) by June 30, 2021. First and second place awards will be announced in each size category.



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

DISTRICT 5960 AWARDS TEAM DISTRICT GOVERNOR'S CITATION CRITERIA

SECTION 1: FUN (Mandatory)

- Club competed ten FUN club or district activities that are attended by 20% of club members or 20 members, whichever is less. (Examples include: "fun"raisers, excursions, service projects, vocational visits, social events, etc. but excluding regular meetings)

SECTION 2: MEMBERSHIP (Complete 5 of 8)

- All membership and other "Your Club" goals input into Rotary Club Central
- At least 50% of club members brought one potential new member to a club meeting, service project, vocational visit or FUN club activity
- Club had a net membership increase by March 31, 2021
- Club had a net increase of female members by March 31, 2021
- Club had a net increase of members under age 40 by March 31, 2021
- Club president sponsored at least one member
- Club has an official orientation process that all new members go through
- Club has an official new member mentorship program

SECTION 3: THE ROTARY FOUNDATION (4 of 8)

- All Foundation giving goals input into Rotary Club Central
- Club President made a personal contribution to The Rotary Foundation
- At least 5% of Club members enrolled in Rotary Direct (recurring giving, any amount)
- Club contributed an average of at least \$100 per member to the Annual Fund
- Club contributed at least Rotary's requested \$1,500 to Polio Plus
- Club added at least one new Paul Harris Fellow by March 15, 2021
- Club had an attendee at the Grants Management Seminars during the 2018-19 Rotary year for the 2020-21 Grant year
- Club participated in funding a District or Global Grant prior to March 31, 2021

SECTION 4: SERVICE (3 of 5)

- All service project and activity goals (subject to addition or revision) input into Rotary Club Central
- Club completed six unique service projects (community, vocational, international and/or youth), each of which involved active (hands-on) participation by at least 10% of club members
- Club participated in a service project with an outside partner organization
- Club added one service project that hadn't been done in the past 3 years
- Increase the number of members involved in service projects.



DISTRICT 5960 AWARDS CRITERIA FOR ROTARY YEAR 2020-2021

SECTION 5: YOUTH (2 of 5)

- Club sponsors or co-sponsors a Rotaract or Interact club
- Club sponsors at least two students to attend the District 5960 Rotary Youth Leadership Award (RYLA) camp, or Camp Enterprise
- At least 15% or 15 club members, whichever is less, actively participated in a mentoring, tutoring, teaching, dictionary delivery, scholarship judging, school supply drive or other club-sponsored project that benefitted youth
- Have a student of the month program with a local school
- Hosted an inbound youth exchange student or sponsored an outbound youth exchange student

SECTION 6: TRAINING/DISTRICT INVOLVEMENT (2 of 4)

- At least 25% of Board Members attend a District Training event
- At least 5% of club members attend the District Mid-Term conference
- At least 5% of club members register to attend the District Conference
- Club has participation at a District event as a presenter or Opportunity Café/House of Friendship exhibitor

SECTION 7: PUBLIC IMAGE (4 of 6)

- Conduct an audit of all digital and printed Club Assets (websites, brochures, marketing materials, etc.). Ensure each element complies with RI Brand Standards Guidelines with correct logo usage, etc.
- Involve local media with at least one club event
- Complete and distribute a club press release highlighting a club event/project/donation
- Create and maintain at least one social media account (Facebook, Twitter, Instagram, etc.)
- Club submitted pictures for a service project to the District Public Image Team Leader
- Utilize Rotary's "People of Action" campaign materials in public promotion of club



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