

Gold Club Achievement Award
2011-2012
Rotary District 7570



To achieve Gold Club:

All items in ***bold italics*** are mandatory

Electives required in each category are based on membership as of 7/1/11

- 1. Less than 30 members requires 2 electives***
- 2. 30-49 members requires 3 electives***
- 3. 50-100 members requires 4 electives***
- 4. Over 100 members requires 5 electives***

Membership:

- 1. (CS) Adopt a 3 year written strategic (membership development / assessment / retention) plan with annual and long term goals and objectives by 9/1/11. Submit a copy of your strategic plan to your AG.
(Changed from 9/1/10 on 8/8/11 per email from DG Janet by RCF).***
- 2. Appoint Membership Chair for Club and send contact information to District Membership Chair, Michael Browder, by 9/1/11.***
- 3. Club achieves overall attendance of 60% or better any three months from July 1, 2011 through March 1, 2012.***

Membership Electives:

- o Have a new member orientation process in place
- o President recruit and induct a new member by 9/1/11
- o Publish membership article/info in club bulletin in August
- o Have a meeting on membership development /recruitment process
- o Conduct a recruiting campaign for new members
- o Sponsor a new Rotary Club by 3/01/12
- o Achieve a net increase of one member as of 3/01/12
- o Membership Chair to attend District Membership Seminar
- o President to attend District Membership Seminar
- o Increase Club membership by net 3% by 3/01/12
- o (CS) Induct one new member under the age of 40
- o Recruit three new members by 3/01/12
- o Implement Membership Assessment plan
- o Show a 2% increase in membership diversity
- o (VS) Hold at least 3 service or fellowship events in which non-Rotarian family members (spouses, children, parents, widows, widowers) participate.

Service:

- 1. Participate in a vocational service project (may be multi-club) in one or more areas: Literacy, Water, Health & Hunger**
- 2. (COS) Partner with an organization in a community service project in your community in one or more areas: Literacy, Water, Health & Hunger**
- 3. Have one club program/project/event (may be multi-club) to include youth (Rotaract, Interact)**

Service Electives:

- o Send students to the Rotary Youth Leadership Seminar held in December, 3-5, 2011
- o Sponsor a new or existing Rotaract Club
- o Sponsor a new or existing Interact club
- o Host an Inbound Youth Exchange student (summer exchange or academic year)
- o Sponsor an Outbound Youth Exchange student
- o Sponsor a student for Drug and Alcohol Abuse Prevention speech contest
- o Club has scholarship program in place for graduating Senior High School or College Student
- o Initiate at least one new "hands-on" project relating to water, health and hunger or literacy.
- o Participate in an international service project (may be multi-club) in one or more areas: Literacy, Water, Health & Hunger
- o Club has at least one program on Business Ethical Standards
- o (COS) Carry out an environmental service project.
- o (VS) Conduct a program to recognize high ethical standards and public values in the community (i.e.—Character Counts)
- o (NGS) Involve youth in an environmental sustainability project.
- o (COS) Conduct a club program in July on reducing your carbon footprint (the impact of our everyday activities on the environment, particularly the amount of greenhouse gases produced). Track energy savings (electricity; fossil fuels such as petroleum, oil and gas; and other sources) accumulated by club members during the year.
- o (COS) Organize a fundraising initiative in your community to support polio eradication.
- o (COS) Conduct a community needs assessment, and use it to establish a community service project that involves the club's members in active service. Consult local organizations, administrative authorities, or municipal governments for their assistance and involvement.

Leadership:

- 1. The Rotary Foundation Goals and the final copy of the Planning Guide for Effective Clubs must be submitted on time to the AG (Foundation Goals by 4/10/11 and the Planning Guide by 6-01-11).**
- 2. Club has a least 1 club leader(s) at District Assembly on 4/9/11.
(changed from 4/10/11 on 8/8/11 per email from DGE Woody by RCF)**
- 3. Appoint a District Conference Chair for the Club and send contact information to District Conference Co-Chair, Jim Flynn. by 9/01/11**
- 4. Pres-Elect must attend PETS in April, 2012 (attendance at any PETS is acceptable with DGE Woody's approval).**

Leadership Electives:

- o Club to have 10% of membership (including spouse/guests) registered for District Conference 2012
- o Club has Rotarians who are attending District Conference for the first time
- o President-Nominee attends PETS in April 2012
- o Club member serves in District capacity
- o Club prepares / implements long range plan
- o Club has 2 or more members at District Assembly
- o Club organizes club structure based on the RI Club Leadership Plan
- o Club sends at least one member to Rotary Leadership Institute during Rotary year 2011-2012
- o Club achieves the Presidential Citation
- o Club recites the "Four Way Test" at every club meeting
- o (CS) Adopt a leadership development program for all members and ensure that each club member is assigned a specific role, either in a leadership position or as a member of a club committee, subcommittee, or project initiative.
- o (NGS) Sponsor a new Interact or Rotaract club
- o (NGS) Sponsor a participant to RYLA.
- o (NGS) Sponsor or host at least one Youth Exchange student, Ambassadorial Scholar, or Rotary Peace Fellow.

Foundation:

- 1. Have a program on The Rotary Foundation (Program on fundraising or programs).**
- 2. Club contributes to The Rotary Foundation Annual Fund by 3/01/12.**
- 3. Foundation Chair or President or a designated representative to attend Regional or District Foundation Training.**
- 4. Appoint Foundation Chair for club and send contact information to District Foundation Chair, Dave Moreman, by 9/1/11.**

Foundation Electives:

- o Participate in hosting a GSE team
- o Nominate a GSE candidate for team leader or team member
- o Nominate an Ambassadorial Scholar or World Peace Fellow
- o Achieve The Rotary Foundation Goals (TRF Goals set at PETS) by March 1, 2012 or sooner.
- o Apply for a Community Project Grant
- o Apply for Matching grants project (may be multi-club)
- o Contribute \$100.00 per member by March 1, 2012 to the Rotary Foundation Annual Fund
- o Club has one new Foundation Benefactor by 3/01/12
- o Club has Sustainer program in place with 70% of members participating in EREY by 3/01/12
- o Club is currently a 100% PHF club (on a single day between 7/1/11 and 3/1/12, all club members are certified as Paul Harris Fellows
- o Club has new Major Donor OR Bequest Society Member(s) (Credit will be given for each club member who becomes a Major Donor or a member of the Bequest Society before 3/1/12)
- o Club has two or more new Paul Harris Fellows named by 3/01/12
- o Club sets PolioPlus fundraising goal and submits information to District Chair, Malcom Huckabee, by 9/01/11
- o Club contributes \$200.00 per member (Annual, Permanent & Restricted Fund contributions combined)

NOTE: NO OTHER FOUNDATION ELECTIVES REQUIRED IF THIS GOAL IS ATTAINED.

Public Relations:

- 1. Hold a “Family of Rotary” event for your club**
- 2. Appoint a Public Relations club chair and send contact information to the District Public Relations chair Frank Britt by 9/1/11**
- 3. Update Online District Data Base by 12/1/11 (see Note 1)**

Public Relations Electives:

- o Read The Object of Rotary at one meeting each month.
- o Make 4-Way Test a part of meetings/newsletters/bulletins
- o Create or continue “Health and Happiness” updates on members
- o 100% attendance at any one meeting or function
- o Submit at least one public relations article concerning club activities to District News editor
- o Publish a club bulletin at least monthly—copy to DG, DGE and AG
- o Maintain an up-to-date website
- o Get publicity in Rotarian magazine or any RI publication
- o Participate in publicity effort to promote awareness of Rotary
- o (VS) Organize at least one professional networking event in which club members can meet other local professionals and introduce them to Rotary. (i.e. sponsor a mixer jointly with the Chamber of Commerce.)
- o (CS) Undertake a significant public image campaign in the community, including at least one prominent public service announcement in a print publication on a radio or television program, or on a billboard.
- o (VS) Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.
- o (VS) Promote the Four-Way Test to New Generations programs in at least 3 educational institutions.

Note 1: Items required as a minimum to satisfy requirement: Relevant items of Section 1 – Personal Data, Section 2 – Contact Information in the Edit Member screen and Section 4 - Club Information.

Note 2: Gold Club Report must be sent by email to the Assistant Governor by Feb. 19, 2012 using the Form on the District 7570 Website (www.Rotary7570.org) and AG to submit names of clubs achieving Gold Club Award by email to District Governor Elect Woody Sadler by March 1, 2012

Note 3: Qualifications for the Changemaker Award in addition to the Gold Club status award requires that you include the following:

- o 3 club service (CS) activities
- o 3 vocational service (VS) activities
- o 2 community service (COS) activities
- o 3 international service (IS) activities and
- o 2 new generations service (NGS) activities.

Note 4: Changemaker activities can count toward Gold Club Qualifications—(that is, an activity can be counted in both Changemaker and Gold Club qualifications.)