

GOLD CLUB ACHIEVEMENT AWARD 2014-2015

Rotary District 7690

GUIDELINES

To achieve Gold Club:

In each category, all items in bold italics are mandatory
In each category number of electives are based on membership as of 4/1/14

- Less than 20 members requires 2 electives
- 20-49 members requires 3 electives
- 50-100 members requires 4 electives
- Over 100 members requires 5 electives

DATABASES DATES:

Mandatory items in red

July 15, 2014, update Database

- Chair Membership, New Generations/Youth Service and Public Image
- Chair Service, Fellowship & Conference, Secretary and Rotary Foundation
- Rotary Club contact for Interact and Rotaract
- Chair Polio Plus

December 31, 2014, update Database

- President Elect (2015-16), President Nominee (2016-17) & Secretary (2015-16)
- Club member information verified
- Club officers' and committee chairs' pictures in District Database

December 31, 2014, update Rotary Club Central

- President Elect (2015-16), President Nominee (2016-17) & Secretary (2015-16)

IMPORTANT DATES FOR REPORTS AND GOALS

Mandatory items in red

2014

March/April, PE & Club TRF Chair (or committee member) attend Grants Management Seminar

May 1, Enter Goals for Membership & Rotary Foundation Support in Rotary Club Central and report goals to Assistant Governor, Rotary Foundation Advocate, and Membership Advocate

May 9, Attendance at District Training Assembly by two club leaders (President-Elect and Membership Chair or membership committee member must attend)

June 23, At least one club member attend DG/AG Installation

July 15, Update committee chair positions in Club Database (see list above)

July 31, Update 2013-14 Service project accomplishments and Enter 2014-15 Service goals at Rotary Club Central and notify Assistant Governor after these data are entered

September, Membership Chair or Committee Member Attend Membership Seminar

October 20, At least two members attend Sandler Training Polio Fundraiser or obtain sponsor for event

October 31, Hold a club meeting on membership retention/recruitment by this date

November 6, At least one club member attends Rotary Foundation Banquet

November 30, Hold a club program on Rotary Foundation by this date

December 31, 75% of club officers and chairs have picture on District Database

December 31, Verify District Database information on all club members is accurate

December 31, President-Elect, President-Nominee, and Secretary-Elect entered in Rotary Club Central and District Database

December 31, Club President and/or President-Elect visit two other clubs' meetings

December 31, 90% of active club members have picture on District Database

2015

February 28, Celebrate and Publicize Women in Rotary recruitment event

March 1, Register at least one club member for 2015 District Conference

March 1, Submit summary of club's favorite service project to Assistant Governor

March 1, Report success of new organ donors recruited

March 1, Submit articles and pictures to The Piedmont Rotarian by this date

March 15, Have 50% club members attend one fellowship event by this date

March 31, Submit Presidential Citation to Assistant Governor

April 1, Submit Gold Club Application to Assistant Governor

April 1, Increase in net membership of at least 1

April 1, Hold a Rotary Day by this date

April 1, Increase in underrepresented demographic groups by net 2 members

April 1, Retain 91.5% of members of record as of April 1, 2014

April 1, Club has another Rotary Foundation program

April 1, Club is true 100 % Paul Harris Club

April 1, Club reaches Triple Crown

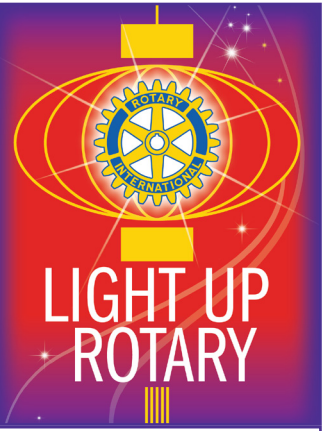
April 1, Add at least one new Bequest Society member

April 1, Add at least one new Paul Harris Society member

June 1, Achieve 10% increase in Annual Fund giving

June 1, Club achieves 100 % Sustaining and/or EREY status

June 1, TRF goals for the year achieved



DATES FOR DISTRICT AND INTERNATIONAL EVENTS

March 27 & April 5, 2014
Grants Management Seminar

May 09, 2014
District Training Assembly

June 1 - 4, 2014
Rotary International Convention in Sydney

June 23, 2014
District Governor and Assistant Governors Installation

August 2, 2014
Family of Rotary Night at Winston-Salem Dash Baseball Game

September 13 & 18, 2014
Membership and Foundation Seminars

October 2, 2014
District Golf Tournament

October 20, 2014
Sandler Training Polio Fundraiser Sales/Management-Leadership

November 6, 2014
Rotary Foundation Banquet

December 2014
Rotary Family Month

February/March 2015
Pre-PETS

February 2015
Women in Rotary

March 19-21, 2015
Carolinas' PETS

April 30-May 3, 2015
District Conference at Hotel Roanoke



Family of Rotary is an essential part of our Rotary experience. Clubs who weave their Family of Rotary into the fabric of their clubs will expand their reach and increase their impact. You are encouraged to consider your club's Family of Rotary - members' relatives, loved ones, Rotaractors, Interactors, and others - in every service project and social event. Members who combine their Rotary lives with people they care about are likely to remain committed Rotarians.

All items that support an emphasis on Family of Rotary are listed in blue.

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MEMBERSHIP

- **Appoint the Club Membership Chair to present club membership plan, goals, & history at the DG official club visit, and update District Database to indicate Club Membership Chair by July 15, 2014**
- **President-Elect enters Membership Goals in Rotary Club Central and informs AG and Membership Advocate of the goals by May 1, 2014**
- **Membership Chair (or a committee member) attends District Training Assembly on May 9, 2014 and one of the Membership Seminars in September 2014**
- **Celebrate Rotary Family Month in December 2014 by showing a commitment to Family through projects, activities, and/or events**
- **Celebrate Women in Rotary during the month of February 2015 with a recruitment event and a woman speaker for at least one of the club meetings**
- **Increase club membership by at least net 1 by April 1, 2015 (Calculation of club growth runs from 4/1/14 to 4/1/15)**
- Increase membership within a club's underrepresented demographic groups by at least net 2 members by April 1, 2015 – consider age (under 40), gender, and ethnicity
- Conduct a club-wide recruiting campaign to attract new members
- Sponsor a club or area-wide social gathering of young professionals (under forty) to introduce them to Rotary (2 elective points)
- **Induct a family member of a current member into your club or another club**
- Hold a club meeting on membership retention/recruitment by October 31, 2014
- Conduct a membership satisfaction survey (engagement assessment), share results with members, and implement changes to improve membership retention rate
- Conduct new member orientations and assign new members to an active committee within two months of induction
- All new members inducted during the year attend a club fellowship or district event within six months of induction
- Encourage member engagement by ensuring that all members have a specific role in leadership or serve on a committee, on a subcommittee, or in a club project
- Retain 91.5% of members on roll from 4/1/14 to 4/1/15

*** If a club grows its membership by 10% or more (at least net two members) between 4/1/14 and 4/1/15, the gold club elective criteria for Membership are met.

NEW GENERATIONS

- **Appoint the New Generations/Youth Service Chair to report plans & goals at the DG official club visit and update District Database to indicate New Generations/Youth Service Chair by July 15, 2014**
- Sponsor an Interact club, describe activities of the club and report membership numbers to District Interact Chair. Update District Database by July 15 to indicate Rotary Club Interact Contact. Document at least two activities/projects where Interact Club Members participated with Rotary Club members during 2014-2015
- Sponsor a Rotaract club, describe activities of the club and report membership numbers to District Rotaract Chair. Update District Database by July 15 to indicate Rotary Club Rotaract Contact. Document at least two activities/projects where Interact Club Members participated with Rotary Club members during 2014-2015
- Sponsor a Rotary Against Drugs speaker at the annual district competition
- Organize and/or participate in a vocational Shadows Day for local students
- Sponsor educational scholarship program for local student(s)
- Assist with Rotaract /Interact Leadership Conference held in Fall 2014
- Sponsor an Outbound Youth Exchange Student candidate who applies by deadline date
- Recruit three families to host an Inbound Exchange student for 2014-15 or 2015-16 (counts for 2 elective points, name families)
- Nominate a student for RYLP in summer of 2014
- Nominate a student for RYLP in summer of 2015

PUBLIC IMAGE

- **Appoint the Club Public Image Chair to present plans to promote Rotary to members and the community at the DG official club visit, invite chair to attend regular club Board meetings, and update District Database to indicate Club Public Image Chair by July 15, 2014**
- **Hold a Rotary Day in your community by April 1, 2015**
- **Publicize in traditional local media (newspaper, radio, TV) and/or social media the Women in Rotary recruitment event in February 2015**
- Publish a newsletter at least monthly (include AG & DG in standard distribution list)

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PUBLIC IMAGE (CONTINUED)

- Create or maintain a club website
- Create or maintain a Club Facebook page. Post at least weekly to the page.
- Create a Club Twitter account and tweet club activities and events at least weekly
- Publicize a club service project in the traditional local media
- Publicize membership recruitment in traditional local media
- Between July 1, 2014 and March 1, 2015, submit pictures and articles for possible publication in The Piedmont Rotarian at least once
- Go to www.rotary.org (Media and News) to obtain releases and media support and use ideas to enhance club's public image efforts
- Go to www.rotary.org (Rotary Showcase) to publicize your club's activities
- Participate in a local parade or community event publicizing Rotary service projects.

SERVICE

- **Appoint the Club Service Chair to present plans & goals at the DG official club visit and update District Database to indicate Club Service Chair by July 15, 2014**
- **Update 2013-14 Service project accomplishments and enter 2014-15 Service goals in Rotary Club Central by July 31, 2014. Notify your Assistant Governor after these data are entered.**
- **Prepare a short summary of the club's favorite service project or fundraising event during 2014-15 and submit the report to the Assistant Governor by March 1, 2015**
- **Recognize a club member for his or her service to the community**
- **Participate in a multi-club community or international service project**
- **Recruit Rotarians, their families, and members of the community to register as organ donors and report success to AG from this endeavor by March 1, 2015**
- **Conduct a club service project with the active participation of multiple members' families**
- Participate in a new project that club has not done before
- Invite prospective members to participate in a club service project
- Serve onsite in a hands-on way at a Rotary-supported international service project
- Nominate a company for the Piedmont Business Ethics Award (www.piedmontethics.com)
- Recognize a non-Rotarian for Vocational Service or Integrity in the workplace
- Submit pictures of club service projects to Assistant Governor to share at District Conference
- Give a short quarterly report to your Assistant Governor describing club service events during each quarter – September/December/March/June

FELLOWSHIP AND CONFERENCES

- **Appoint the Club Conference Chair to present plans to promote District Conference and the International Convention at the DG official club visit and update District Database to indicate Club Conference Chair by July 15, 2014**
- **Have at least 75% of club officers' and committee chairs' pictures in the District Database by December 31, 2014**
- **Verify District Database information on all club members (contact info & club position) by December 31, 2014**
- **Have at least one club member attend the District Governor/Assistant Governors Installation June 23, 2014**
- **Have at least one club member register and attend the 2015 District Conference**
- Have at least 90% of active club members' pictures on the District Database by December 31, 2014
- Have at least the lesser of 15% of club membership or 12 people register to attend the 2015 District Conference (numbers may include members, guests, Rotaract & Interact members affiliated with the club) (counts for two electives)
- Have at least one member attend the June 2014 International Convention and report to club on the experience
- **Hold quarterly club fellowship events. Include Family of Rotary at one or more events.**
- 50% of club members attend at least one club fellowship event by March 15, 2015
- Invite prospective members to attend a club Fellowship event
- At least one club member plays in the October 2, 2014 District Golf Tournament
- **At least one club member attends with family at August 2, 2014 Family of Rotary baseball game**
- **Hold an area-wide social event for Rotarians and their families - children, grandchildren, etc.**
- Create or continue "Sunshine" updates on members
- Wear name badges at every meeting

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LEADERSHIP

- **Update District Database to indicate 2014-15 Club Secretary by July 15, 2014**
- **Enter 2015-16 President, 2015-16 Secretary, and 2016-17 President in Rotary Club Central and District Database by December 31, 2014**
- **Club President-Elect attends Carolinas' PETS, March 6-8, 2014 (attendance at any PETS is an acceptable substitute)**
- **Club has at least two club leaders, including the President-Elect, at District Training Assembly May 9, 2014**
- **Club President and/or President-Elect visit at least two other clubs' meetings between July 1, 2014 and December 31, 2014**
- **Club President or President-Elect attends area meetings held by Assistant Governor (at least quarterly)**
- Adopt a Strategic Plan for the club or monitor/update existing club Strategic Plan
- Recite "Four-Way Test" at every club meeting
- Promote Rotary Leadership Institute and send at least one member who is a strong leadership candidate to an RLI event in 2014-2015
- At least one club member graduates from RLI or serves as Faculty Member/Discussion Leader
- At least one club member serves on a District-wide committee during 2014-2015 year
- Earn Presidential Citation; submit application to AG by March 31, 2015 (counts for two electives)
- President-Elect and President-Nominee both attend PETS in March 2015
- Schedule at least four effective club assemblies during the year

ROTARY FOUNDATION

- **Appoint the Club Rotary Foundation Chair to present plans and goals at the DG official club visit and update District Database to indicate Club Rotary Foundation Chair by July 15, 2014**
- **President-Elect enters Rotary Foundation goals in Rotary Club Central and informs the Assistant Governor and Rotary Foundation Advocate of the goals by May 1, 2014**
- **President-Elect (or President) and Club Rotary Foundation Chair (or responsible committee member) attend one of the Grants Management Seminars in March/April 2014**
- **Arrange for a Rotary Foundation club program by November 30, 2014**
- **Have at least one club member attend the 2014 Rotary Foundation Banquet**
- Appoint Club Polio Plus Chair and update District Database to indicate chair by July 15, 2014
- At least one member attends one of the Rotary Foundation Seminars in September 2014
- Recruit at least two members from the club or two non-Rotarians to attend October 20, 2014 Sandler Training Polio Fundraiser OR obtain a sponsor for the event for at least \$500
- Have at least the lesser of 15% of club membership or 12 people attend November 6, 2014 Rotary Foundation Banquet (number may include members and guests)
- Arrange for (at least) a second Rotary Foundation club program by April 1, 2015
- Club maintains or restores true 100% Paul Harris Fellow Club status by April 1, 2015
- Club becomes a new Triple Crown Club by April 1, 2015
- Club adds new Paul Harris Society member by April 1, 2015
- Club adds new Bequest Society member by April 1, 2015
- Club commits to achieve EREY and/or 100% Sustaining status by June 1, 2015
- Achieve club Rotary Foundation Goals, including polio plus goals, by June 1, 2015
- Club commits to achieve a 10% increase in Annual Fund Giving vs. 2013-14 by June 1, 2015
- Participate in hosting Group Study Exchange team
- Collaborate with another club(s) for a District or Global grant and complete all reports by deadline
- Nominate a Rotary Scholar, Peace Fellow or Group Study Exchange candidate

*** If a club contributes at least \$250 per member (Annual Fund plus Polio Plus combined), the gold club elective criteria for the Rotary Foundation are met.