

# CRAFTING YOUR CLUB'S FUTURE BY SETTING GOALS

The most successful clubs plan for their future. When members decide together what they want to accomplish in one, two, and three years, they prepare for success by giving their club direction and giving members a shared purpose.

Before each Rotary year begins, incoming leaders should set club goals in Rotary Club Central, using the club's current situation as the baseline and its strategic plan as a guide for the next few years. You can now set goals for three years at a time. Future club leaders will be able to adjust the goals as needed, always planning three years ahead.

Working together as club leaders, review the 26 goals in Rotary Club Central and decide which ones best fit your club's needs and goals. If you set and achieve at least half of the goals in Rotary Club Central, your club will earn the Club Excellence Award for this Rotary year.

Rotary's Board of Directors has selected six top-priority goals that are particularly effective in strengthening a club and helping Rotary create lasting change. These goals are listed in Rotary Club Central and will count toward the Club Excellence Award when you achieve them. Consider these questions as you set the goals:

The screenshot shows the 'Club Goals' page in Rotary Club Central. The page is for the 'Rotary Club of Anytown' and displays the '2024-25' goal period. It lists several goals, with two highlighted as 'Priority' goals: 'Service participation' (0 of 25) and 'Annual Fund contributions' (0 of 2,800 USD). The interface includes a sidebar with navigation options and a main content area with a table of goals.

- **Strategic plan:** Does your club have an up-to-date strategic plan?
- **Club membership:** How many members does your club want to have by the end of the Rotary year?
- **Service participation:** How many members will participate in club service activities during the Rotary year?
- **Annual Fund contributions:** How much money will your club and its members give to The Rotary Foundation's Annual Fund during the Rotary year?
- **PolioPlus Fund contributions:** How much money will your club and its members give to the Foundation's PolioPlus Fund during the Rotary year?
- **Benefactors:** During the Rotary year, how many individuals or couples will inform the Foundation that their estate plans include the Endowment Fund as a beneficiary, or will make an outright gift of US\$1,000 or more to the Endowment Fund?

If you are a club president, secretary, treasurer, vice president, executive secretary/director, Foundation chair, membership chair, public image chair, service projects chair, or club learning facilitator, you have the ability to edit goals in Rotary Club Central. To ensure that all these leaders have access to Rotary Club Central, confirm that they have My Rotary accounts and that their roles have been reported to Rotary through My Rotary or your club management platform.