

GOALS FOR 2025 - 2028

AS OF AUGUST 2025

(District Priority Goals are highlighted in yellow)



The 26 Goals in the Rotary Goal Center are as follows:

Item:	2025-2026 Goal:	2026-2027 Goal:	2027-2028 Goal:
1. Club Membership – how many total members does your club want by the end of the Rotary year?	265	280	300
2. Strategic Plan – Does your club have an up-to-date strategic plan?	Yes	Yes	Yes
3. Service participation – How many members will participate in club service activities during the Rotary year?	125	150	175
4. Annual Fund contributions – How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?	10,000	11,000	12,000
5. Polio Plus contributions – How much money will be contributed to the Rotary Foundation PolioPlus Fund by your club and its member during the Rotary year?	2,000	2,500	3000
6. Benefactors – During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of \$1,000 or more to the Endowment Fund?	2	3	4
7. Social activities – How many social activities will your club hold outside of regular meetings during the Rotary year?	8		
8. Service projects – How many service projects will your club complete during the Rotary year?	5		
9. New member sponsorship – How many members will sponsor a new club member during the Rotary year?	25		
10. Online presence – Does your club's branding (promotional materials, website, social media accounts) use current and correct Rotary logos and portray members as People of Action?	Yes		
11. Rotary Action Group participation – How many club members will be members of at least one Rotary Action Group (RAG) during the Rotary year?	1		
12. Major gifts – How many single outright donations of \$10,000 or more will be made by individuals associated with your club during the Rotary year?	0		

13. Rotaract Clubs – How many new and existing Rotaract clubs will your club sponsor during the Rotary year?	0		
14. Update website and social media – During the Rotary year, how many times per month will your club's website and social media accounts be updated to reflect current activities and information of interest to the public?	4		
15. Leadership development participation – How many members will participate in leadership development programs or activities during the Rotary year?	20		
16. Bequest Society members – During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their plans to leave \$10,000 or more to The Rotary Foundation through their estate?	1		
17. Interact clubs – How many new and existing Interact clubs will your club sponsor during the Rotary year?	2		
18. Review and consider updating your club bylaws – Do your club bylaws reflect your members and other participants' needs?	Yes		
19. District conference attendance – How many members will attend your district conference?	6		
20. Inbound Youth Exchange students – How many Rotary Youth Exchange students will your club host during the Rotary year?	0		
21. RYLA participation – How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?	5		
22. Use of official Rotary promotional materials – Did your club use Rotary International's promotional, advertising and public service materials (videos, social media graphics, digital banners, etc.) available in the Brand Center, to post/share content to promote Rotary in your community throughout the Rotary year?	No		
23. Outbound Youth Exchange students – How many Rotary Youth Exchange students will your club sponsor during the Rotary year?	0		
24. Media stories about club projects – How many media stories will cover your club's projects during the Rotary year?	2		
25. Rotary Fellowship participation – How many club members will be members of a Rotary Fellowship during the Rotary year?	1		
26. District training participation – How many of your club's leaders will attend a learning event to prepare for their role?	8		