Rotary District 7600

DISTRICT 7600
Central & Southeastern VA
USA



ROTARY DISTRICT 7600 DISTRICT AWARD CRITERIA FOR 2026-2027

Rotary International created the Club Excellence Awards for Rotary and Rotaract Clubs. In order to simplify the District Awards process, we will use the Club Excellence Awards as a baseline for recognizing club achievements. District Awards will be based upon a tiered system, designed to recognize those clubs that went above and beyond the level of achievement required for the RI Club Excellence Award. Starting in Rotary Year 2026/2027 there will now be three levels of District awards as follows:

Bronze Level:

Your club must enter goals for at least 50% of the categories and then achieve those goals (this is the requirement to earn the RI Club Excellence Award).

Silver Level:

Your club must enter goals for at least 70% of the categories and then achieve those goals.

Gold Level:

Your club must enter goals for at least 90% of the categories and then achieve those goals.

We will continue to recognize outstanding club presidents, as well as Governor's Circle clubs and the Governor's Cup. In addition, clubs can earn public image awards using the Zones 33-34 EPIC system. We encourage each club to set goals in alignment with the desired award level.

February 2026

Rotary

ROTARY AND ROTARACT CLUB EXCELLENCE AWARD GOALS AND INSTRUCTIONS

The Club Excellence Award recognizes the hard work clubs do throughout the year. Taking action toward achieving the required number of goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Club Excellence Award, clubs need to be active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, go to My Rotary>Click on Club Name>Finance>Club Invoice. You should have an outstanding balance of $0.00. Invoices are due when they are posted.

Club leaders can go into Rotary Club Central and select the goals they wish to apply toward the club excellence achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking "achieved" in Rotary Club Central. Clubs must achieve at least half of the goals by 30 June to be eligible.

To achieve the Club Excellence Award:

1. Go to Rotary Club Central
2. Review the available goals
3. Set at least half of the available goals
4. Achieve those goals
5. Report achievement in Rotary Club Central by 30 June.
6. Pay club invoices in full upon receipt

Once you are in Rotary Club Central, go to **Club Goals** on the left side of the page if you are not there already, select the **year**, and click on the **All tab** to see the goals. Eligibility will be determined based on goal achievement as of 30 June.

Enhance Participant Engagement	
Goal	**Description**
Service participation*	How many members will participate in club service activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?

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Enhance Participant Engagement	
Use of official Rotary promotional materials	Did your club use Rotary International's 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?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District training participation	How many of your club's leaders will attend a learning event to prepare for their role?

Increase our Impact	
Goal	**Description**
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?
PolioPlus Fund contributions*	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Benefactors*	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 US$1,000 or more to the Endowment Fund?
Service Projects	How many service projects will your club complete during the Rotary year?
Major gifts	How many single outright donations of US$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US$10,000 or more to The Rotary Foundation through their estate?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?

Expand our Reach	
Goal	**Description**
Club membership*	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?

Expand our Reach	
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

Increase Our Ability to Adapt	
Goal	**Description**
Strategic plan*	Does your club have an up-to-date strategic plan?
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?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated to reflect current activities and information of interest to the public?
Review club bylaws	Do your club's bylaws reflect your members and other participants needs?

*Priority goals are particularly effective ways to strengthen your club and help Rotary create lasting change.

Questions? Read responses to frequently asked questions for more information.