

TRF Centennial Goals and Strategies for Achievement As Approved at October 2014 Trustees Meeting

Goal 1. Increase public awareness of The Rotary Foundation

Strategies for achievement:

1. Encourage every club to host an event in 2016-17 to inform its community about the Foundation and its centennial
2. Raise the visibility of the Rotary Peace Centers by a centennial event at each of the centers
3. Secure endorsements and congratulations from corporations and other organizations for TRF's work.
4. Emphasize high-visibility partnerships

Goal 2. Recognize major achievements related to TRF programs

Strategies for achievement:

1. Recognize in 2016-17 the ten most outstanding TRF projects completed in 2015-16
2. Choose projects in 2016-17 through a competition at the district, zone, and international levels (similar to poster competition during RI centennial and Global Service to Humanity Award)
3. Utilize the Global Service To Humanity Award and other awards for additional recognition
4. Include centennial logo on Paul Harris Fellow certificates and other awards

Goal 3. Celebrate by staging activities at both the 2016 and 2017 RI conventions and at all zone, district, and multidistrict meetings in 2016-17

Strategies for achievement:

1. Suggest prominent speakers to highlight the Foundation and its centennial for the 2016 and 2017 conventions
2. Encourage booths and workshops to highlight the centennial at the 2016 and 2017 conventions
3. Engage the Rotary Club of Cleveland and District 6630 as the home club and district of Arch Klumph
4. Inform and engage the Rotary network about the goals and strategies for the Centennial
5. Request that the centennial be highlighted at all Rotary events at appropriate time prior or during centennial year
6. Propose that the presidential citation requirements reflect centennial goals

Goal 4. Reach all-time high contribution levels in 2016-17 for the Annual Fund, PolioPlus Fund, Endowment Fund, and Rotary Peace Centers Major Gift Initiative

Strategies for achievement:

1. Fundraising goals
 - a. Endowment Fund to reach \$1 billion by 2017 to include \$150 million for the Peace Centers program
 - b. 100 new donors per district
 - c. 100 new major donors per zone
 - d. 100 new Paul Harris Fellows per district
 - e. 100 new Bequest Society members per district
 - f. 100 new Arch Klumph Society members globally
 - g. 100% participation of districts in the Paul Harris Society
2. Leverage \$26.50 original contribution in fundraising plan
3. Engage the Rotary network in the centennial fundraising goals