



Rotary District 7680 Guidelines for District Awards

**Deadline for Entry April 1, 2009
All Awards must be sent to the
District Secretary**

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PLEASE READ THIS IMPORTANT INFORMATION

- Documentary evidence (description, news items, and photographs) in support of projects must be supplied.
- Participating clubs must have all of their financial obligations current to Rotary International and the District to be considered for awards.
- **The Awards Checklist must be completed and forwarded to the District Awards District Secretary Jack Setzer and must be received no later than April 1, 2009 in order to be considered in the final tabulation for awards.**

Submit To: District Secretary Jack Setzer

District 7680

Address: P.O. Box 735

Mount Holly, NC 28120

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ATTENDANCE AWARD

This award will be based on the percentage (%) of Rotary Clubs weekly attendance as reported to the district secretary. This will be calculated beginning with the March attendance report of the previous year thru the February attendance report of the current year.

To be eligible for this award each club is to submit attendance on the District Data Base before the 15th of each month.

The club with the highest accrued percentage (%) will be declared the winner. The District Governor, at his/her discretion may recognize other Rotary Clubs within the district for attaining over 90% attendance.

CONFERENCE ATTENDANCE AWARD

This award will be based on the percentage (%) of Rotarians from each club attending the district conference. To be counted, Rotarians must register for the event by noon of the second day of the conference. Rotarians only will be counted in their clubs attendance.

The information to determine which club has the highest percentage (%) in attendance at the conference will be provided by the Registration Committee.

MEMBERSHIP GROWTH AWARD

Two Awards

Large Club – 51 members or more

Small Club – 50 members or less

(Based on membership as of March 1st of the prior Rotary year.)

This award will be based on the percentage of a Rotary Club's growth rather than the number of Rotarians added to the Club's membership roster.

This growth shall be calculated for the 12-month period beginning March 1st of the prior Rotary year.

The information to determine which clubs has the highest percentage increase in membership will be provided by the district secretary.

C.A.R.T. AWARD

Based on contributions beginning April 1st of the prior Rotary year.

The criterion for this award is based on the per capita giving to
Coins For Alzheimer's Research Trust

BULLETIN AWARD

Two Awards

Large Club – 51 members or more

Small Club – 50 members or less

(Based on membership as of March 1st of the prior Rotary year.)

- The Bulletin Award will be judged from four of your publications.
- The bulletins will be asked for by email to the club president a certain week, each quarter after the fact for a total of four bulletins. (After the editor has written the bulletin.)

The criteria for the bulletin award will include:

- a.) Dissemination of Rotary International Information
- b.) Rotary International Theme for the Current Year
- c.) Rotary Emblem
- d.) Program Information
- e.) Club Activities
- f.) Club Rosters (if space allows)
- g.) Make-up locations (including online makeup)
- h.) Reference to District Database and District website
- i.) Birthdays, Anniversaries, and Guests
- j.) Humor
- k.) Articles by Club Members
- l.) Bulletin must be neat and appealing
- m.) Bulletin should reflect clubs personality

CLUB WEBSITE AWARD

The criteria for this award are based upon a point schedule as follows.

Home Page Information and Required Links – Total 35 Points

1. Fast Load Speed – (Max)10 Points: Page loads quickly on a dialup connection.
 - a.) 15 seconds or less 10 Points
 - b.) 16-30 seconds 5 Points
 - c.) Over 30 seconds 0 Points
2. Clearly Identifiable as a Rotary Website – 5 Points: Page should contain the following elements:
 - a.) Name of Club
 - b.) Rotary Emblem
 - c.) Current Theme Emblem
 - d.) Photo and Name of Current President
 - e.) Other general Rotary info as desired by club
3. Link to District Website – 5 Points: District Number should be clearly identifiable and link to District Website should be active and visible.
4. Link to District Database – 5 Points

5. Link to RI Website – 5 Points: RI website link should be on home page and clearly identifiable. In addition, the Rotary Emblem should be hyperlinked to the RI website.

6. Club Meeting Info – 5 Points: The day, place and time of the weekly club meeting should be clearly posted on the home page.

Effective Communication Tool - Total 25 Points

1. Is the site current and up-to-date – 10 Points: This should include all of the following:

- a) Current President and Club Officers (no personal information, address, phone, etc.)
- b) Current Program Schedule of Weekly Speakers
- c) Current Club Goals for the year
- d) Current Club Projects
- e) No Outdated information still on the website

2. Good overall communications tool – 5 Points: Is the website a place where the club members can and will come to find out current club information? Is the website being used as the club's "primary" communications mechanism? This should include a "links" page with links to the following:

- a) RI Website
- b) RI President's Website
- c) District Website
- d) District Assembly Website (when available)
- e) District Conference Website (when available)
- f) RI Polio Eradication Website
- g) Link to The Rotary Foundation Information Area of the RI website
- h) Link to Rotary's Member Access Area (for use by Club Pres & Sec as well as club members)

Also recommended is that there be a "What's New?" or similar type of page on the website that lists each new web posting/entry (by date with the latest information at the top of the page) so members can go to this page automatically and then "jump" to each new entry (via hyperlink) in order to quickly access all new and relevant information rather than have to search for it.

3. Club Bulletin Online – 5 Points: Is the weekly club bulletin posted to the website in Adobe PDF Format? Is it made "suitable" for web use by removing and information that is not allowed for "public view" under RI Policies (MOP and the code of Policies). For example: Is all direct contact information on club officers removed (no address, phone numbers, etc.); if an individual is being proposed for membership, is this removed before posting. Good judgment is the key.

4. **Secured directory** set up on website for confidential member info – 5 points: Under RI policies, the **only** information on members that can be posted for "public view" is the name of the individual and their **email address**. If a club wishes to post a complete roster online, this must be set up in a **secured sub web** available to members only via a password and USER ID.

General Appearance and Overall Effectiveness (Max) 45 Points

1. Has the site made effective use of graphics as follows - 10 Points

a) Set up “photo galleries” that are fast loading and easily accessible on pages that highlight “events.”

b) Used “thumbnails” in photo galleries to link to larger images to insure that there will be fast-loading of the pages.

c) Limited animated graphics to no more than one animation per page and used animations on only one or two pages

d) Limited the use of background music files to one page only. (Note: this one element on a website receives the greatest number of negative comments from website viewers. It is preferable that Rotary websites not use music files.)

e) Resized all graphics on non-photo-gallery pages and then “resample” them to insure fast loading of the page/images. (Note: You can tell if this has been done by opening a page and seeing how long it takes the photos to load. If the page loads and the photos take an extensive time to load (even though they are a small image on the screen), then the graphic file has not been resampled for fast loading.)

f) Make sure that all graphics that are used on the site relate to the individual pages in terms of content.

2. Effective and easy to use navigation system – 10 Points The website should have a navigation system that is standard on all pages. The system should include links on every page to the primary areas of the website. All sub-linked pages should have internal sub links. The issue here is that no website should require the visitor to return to the home page in order to visit any other portion of the website. As a rule of thumb, if the web site has 10 pages that it links to directly on the home page, those same links should appear on every page of the entire website.

3. Single design continuity Throughout Entire Website – 5 Points: The website designer/maintainer should select an overall website design and all pages on the site should reflect this design. The designer’s need to remember that the primary and most important purpose of any Rotary website is content, **content, CONTENT!** This is the ‘communications’ aspect of the website and that is what the viewer wants to focus on... not on whether one page or area of the website is more interesting or colorful than the other.

4. Features That Make This Website Unique – 10 Points Judge this item based on “pages” or “areas” of the website that are unique to this particular website. The important thing about this category is that you must select the criteria (in advance) for classification as “unique” and then apply those criteria to all of the club websites that are entered in the judging.

5. Bonus Points for overall appearance and effectiveness (Max) 10 Points: No points should be posted to this category until you have viewed and judged all of the sites in the competition. After you have judged all of them, you should go back and look at all the sites again from a “viewer’s point of view.” There will always be 2-3 that will stand out in your mind. In the case of those websites, you should award them bonus points as follows:

a) 10 Points – Most outstanding

b) 5 Points - 2nd most outstanding

c) 3 Points - 3rd most outstanding

COMMUNITY SERVICE AWARD

Rotary's purpose is to serve others through efforts to improve the community, to promote high ethical standards and to promote understanding and goodwill. Each Rotary Club determines its own projects and activities to meet local circumstances and needs. These benefit youth, the disabled, and the elderly and meet a broad range of other civic, social, cultural, and environmental needs. However, Rotary Club projects can be diverse as the many communities in which clubs are located. Each club should study its community, identify its problems and needs, and work to solve them.

The criteria for determining the winner of this award will come from the "Club Awards of Excellence" worksheets, including the Bonus Points.

INTERNATIONAL SERVICE AWARD

The "Advancement of International Understanding, Goodwill and Peace through a world of fellowship of business and professional people unites in the ideal of service" is the goal of International Service.

World Community Service (WCS) consists of activities within International Service in which Rotarians conduct projects to improve lives and meet human needs, and thus promote international understanding and goodwill by means of materials, technical and professional assistance.

The criteria for determining the winner of this award will come from the "Club Awards of Excellence" worksheets, including the Bonus Points.

VOCATIONAL SERVICE AWARD

Within the Rotary World an individual Rotarian's vocation is extremely important. Rotary's purpose is to serve others through efforts to improve their vocation, to promote high ethical standards and to promote understanding and goodwill. Each Rotary Club determines its own projects and activities to meet local circumstances and needs. Rotary club projects can be as diverse as the many communities and vocations represented by each member of the club. Each club should study the vocations represented in their communities, identify the problems and needs and work to solve them.

The criteria for determining the winner of this award will come from the "Club Awards of Excellence" worksheets, including the Bonus Points.

CLUB SERVICE AWARD

Club service focuses on strengthening fellowship and ensuring the effective functioning of the club. This includes such items as, attendance at meetings and district events, fellowship/social, public relations, recruiting, retention, member recognition, sergeant-at-arms, and Rotary Information.

The criteria for determining the winner of this award will come from the "Club Awards of Excellence" worksheets, including the Bonus Points.

The Club Awards of Excellence are presented on levels of Gold, Silver and Bronze based upon the total number of points achieved. Following the attached talley sheet, a club can earn points for programs and activities conducted in the Four Avenues of Service and other special focus areas. Additionally, one special award will be given to the club ranking the top number of points for each Avenue of Service (above) and a "Best of the Best Award" will be determined by the overall total.