



*DISTRICT 5680
CLUB CHALLENGE*

UNITE FOR GOOD

2025-2026

DEAR CLUB PRESIDENTS OF DISTRICT 5680,

This is a very exciting time to be leading Rotary Clubs in 2025-2026 as we focus on setting goals and plans for three years. The multi-year approach will require Club Leaders to use the Rotary Action Plan as their basis for the three-year plan.

The Club Challenge is a valuable tool for Club Presidents and their teams to use in creating plans to achieve the goals. Not all goals can be accomplished in one year and that is why it is important to include your club's President-Elect and current and future club leaders in making plans.

The Club Challenge includes some of the best practices from Clubs that lead to successful achievement of the goals in the following categories: Membership, Public Image, and Foundation.

In order to encourage your participation, the District has created a set of challenges for each category that demonstrates adoption of these best practices.

We wish you the best as we work together to achieve goals that we know will be beneficial to all!

Deb Minkler

District Governor 2025-2026

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The **ROTARY ACTION PLAN**

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES



General Program OVERVIEW AND RULES

GOAL:

To provide actionable and measurable strategies that will help clubs to focus on activities that will lead to increased and continued success.

RECOGNITION:

In each of the three categories (Membership, Public Image and The Rotary Foundation), clubs may submit the checklist and supporting documents for each area. If a club completes at least FIVE activities in each category, they will be recognized in that category. Additionally, if a district completes FIVE criteria in each of the three categories, they will be recognized as an "All Star Club".

CLUB OF THE YEAR:

A club's performance in this Club Challenge will be considered in selecting the "Club of the Year".

OVERALL BENEFITS:

The benefits of this Club Challenge include:

- Providing direction to clubs to help determine what to focus on in their planning activities (eliminating the practice of reinventing the wheel each year).
- Helping create good habits in clubs that can be built upon to create sustainable success.
- Building teamwork within clubs so more can be accomplished when people work together.
- Allowing for recognition of a job well done, which builds additional momentum for the future.
- Providing a historical record of what was accomplished each year.
- Creating friendly competition that will result in all clubs doing more (and benefiting everyone).
- It's fun!

GENERAL RULES

- Clubs will have the full 2025-26 Rotary year to complete the activities.
- Checklists and documentation must be submitted to the District Executive Secretary no later than August 1st, 2026.
- Submission process will be communicated to club leadership far in advance of August 1, 2026.
- Final determination on whether a submission for any criteria qualifies for credit will be made by the District Executive Committee.
- All recognition will be provided at the 2026 District Conference.

For more information,

email rotary5680@gmail.com



DISTRICT 5680 MEMBERSHIP CHALLENGE

Activities for July 1, 2025 - June 30, 2026

Membership is the lifeblood of Rotary. The more members we have, especially engaged members, the more impact we can have on the world around us. Attracting new members, engaging, and retaining current members all important in representing and serving the diverse communities we reside in. By implementing and achieving activities related to membership, your clubs will be strong, healthy, and vibrant!

CHALLENGE CRITERIA :

1. Appoint a Club Membership Chair and report them on Rotary Club Central. **Enhance Participant Engagement.**
2. Enter the 3-year membership goals for your club in Rotary Club Central by September 30. **Expand Our Reach.**
3. Membership Chair completes the Club Membership Committee Basics learning plan in the Learning Center (Provide certificates of completion). **Increase Our Ability to Adapt.**
4. At least one club member attends each of the monthly Regional Membership Webinars. **Increase Our Ability to Adapt.**
5. Retain at least eighty-five percent of existing members in your club. **Enhance Participant Engagement.**
6. Implement a Membership Olympics initiative to proactively improve the retention of their members. **Enhance Participant Engagement.**
7. Conduct the Member Satisfaction Survey of all club members to determine the needs of members. **Enhance Participant Engagement.**
8. Increase the number of club members by at least five percent. **Expand Our Reach.**
9. Implement a new member orientation program. **Enhance Participant Engagement.**
10. Club hosts at least one social event during the year. **Enhance Participant Engagement.**
11. At least one club member attends the District Conference. **Enhance Participant Engagement.**
12. President-Elect attends President-Elect Learning Seminar (PELS). **Enhance Participant Engagement.**
13. Club sponsors at least one student to attend RYLA camp in May. **Increase our Impact.**
14. Club sponsors new or existing Interact Club. **Increase our Impact.**
15. Club sponsors inbound Rotary Youth Exchange student. **Increase our Impact.**



DISTRICT 5680 PUBLIC IMAGE CHALLENGE

Activities for July 1, 2025 - June 30, 2026

While the impact we make on the world around us is significant we can't maximize our impact without telling people who we are and what we do. Creating a positive public image in our communities and within our clubs is essential to engage people so they feel an emotional connection to our efforts, and become more likely to give their time, energy, and money to Rotary. This public image doesn't happen by accident but through many activities we can build our image to increase our impact!

CHALLENGE CRITERIA :

1. Appoint a Club Public Image Chair and report them on Rotary Club Central. **Enhance Participant Engagement.**
2. Enter the 3-year service participation goals for your club in Rotary Club Central by September 30. **Increase our Impact.**
3. Public Image Chair completes the Club Public Image Committee Basics learning plan in the Learning Center (Provide certificates of completion). **Increase Our Ability to Adapt.**
4. Updated club website and/or social media sites to ensure that they are brand compliant. **Expand Our Reach.**
5. Use People of Action materials in at least one social media post. **Expand Our Reach.**
6. Promote at least one club project or program via print or social media each month of the year. **Expand Our Reach.**
7. Enter at least one club project on Rotary Showcase. **Expand Our Reach.**
8. Submit a report of club a club project or program for publication in the district newsletter at least twice during the year. **Expand Our Reach.**
9. Partner with another organization on a service project to leverage your club's resources. **Expand Our Reach.**
10. Conduct a service project on Rotary's Day of Service (2026 TBD). **Increase our Impact.**



DISTRICT 5680 FOUNDATION CHALLENGE

Activities for July 1, 2025 - June 30, 2026

The Rotary Foundation helps maximize the impact of our projects by leveraging the financial resources and expertise of our members throughout the world. Without The Rotary Foundation, we would be a network of clubs doing our own projects with our own money. We can dream bigger because of The Rotary Foundation, and our impact grows as a result. It takes planning and implementation of activities to engage our members to utilize and give to The Rotary Foundation, but the sky is the limit on what we can achieve!

CHALLENGE CRITERIA : GENERAL

1. Appoint a Club Foundation Chair and report them on Rotary Club Central. **Enhance Participant Engagement.**
2. Foundation Chair completes the Club Foundation Committee Basics learning plan in the Learning Center (Provide certificates of completion). **Increase Our Ability to Adapt.**
3. Increase the number of Paul Harris Fellows in the club by 1. **Enhance Participant Engagement.**

CHALLENGE CRITERIA : ANNUAL FUND

1. Enter the 3-year goals for Annual Fund Contributions for your club in Rotary Club Central by September 30. **Increase our Impact.**
2. Increase the club's per capita contribution to the Annual Fund by 5%. **Increase our Impact.**
3. Achieve Every Rotary Every Year (EREY) status. **Enhance Participant Engagement.**
4. At least one club member attends District Grants training at PETS in 2026. **Increase Our Ability to Adapt.**

CHALLENGE CRITERIA : POLIO PLUS FUND

1. Enter the 3-year goals for Polio Plus Fund Contributions for your club in Rotary Club Central by September 30. **Increase our Impact.**
2. Increase the number of club members who belong to the Polio Plus Society (members who make the commitment to give at least \$100 to Polio Plus every year) by 2. **Enhance Participant Engagement.**
3. Achieve total club contributions to the Polio Plus Fund of \$1,500. **Increase our Impact.**
4. Hold a club-sponsored End Polio Now event in conjunction with World Polio Day, which is October 23. **Increase our Impact.**

CHALLENGE CRITERIA : ENDOWMENT FUND

1. Enter the 3-year goals for Endowment Fund Benefactors for your club in Rotary Club Central by September 30. **Increase our Impact.**