

# The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST.** The development of acquaintance as an opportunity for service;
- **SECOND.** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD.** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH.** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

## GOVERNOR'S CITATION

### 1. **Strengthening Your Club (accomplish 3)**

- a. Develop annual planning guide and hold quarterly club assemblies\*
- b. Use RI Membership Development Pack\*
- c. Hold 2 member recruitment events\*
- d. Do exit interviews and develop retention plan
- e. Invite alumni to Rotary events
- f. Involve all members in one project team activity

### 2. **Lighten the Burden for Others (accomplish 2)**

- a. Set and meet goal to support polio eradication \*
- b. Achieve 100% participation in Annual Fund
- c. Create new/enhanced community service project\*
- d. Support 3 New Generations program\*
- e. Do project with Interact Club\*
- f. Sponsor RYLA students\*
- g. Host youth exchange student\*
- h. Recruit 1 Rotary Scholarship district application
- i. Partner with a foreign Rotary Club on a service project

### 3. **Vocational Service & The Objects of Rotary (accomplish 2)**

- a. Host networking event with Chamber\*
- b. Collaborate with another organization on a community service project\*
- c. Create recognition event for business or public service community\*
- d. Invite local leaders to presentation relating to business ethics\*
- e. Create mentor program for students entering workforce
- f. Conduct event around 4 Way Test, recruit participant for speech contest\*

### 4. **Public Image & Media Relations (accomplish 3)**

- a. Establish up to date club website\*
- b. Create club bulletin or newsletter for members and key leaders\*
- c. Obtain monthly media coverage of club activity\*
- d. Insure Rotary identification via banners, clothing at events\*
- e. All club members wear Rotary pins and have information cards
- f. Invite media to 3 club activities
- g. Hold special event during Rotary Awareness Month in January with media coverage

\*Indicates that we are already doing this or can consider doing