

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.

Avenues of Service

Based on the Object of Rotary, the [Avenues of Service](#) are Rotary's philosophical cornerstone and the foundation on which club activity is based:

- **Club Service** focuses on strengthening fellowship and ensuring the effective functioning of the club.
- **Vocational Service** encourages Rotarians to serve others through their vocations and to practice high ethical standards.
- **Community Service** covers the projects and activities the club undertakes to improve life in its community.
- **International Service** encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

The Four-Way Test

The test, which has been translated into more than 100 languages, asks the following questions:

Of the things we think, say or do

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

Mission

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, to promote high ethical standards, and to advance world

understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

Moving toward the future

In 2001-02, Rotary International began developing a strategic plan to guide the organization as it entered its second century of service. In June 2007, the Board of Directors approved the RI Strategic Plan 2007-10, which identifies seven priorities:

- Eradicate polio.
- Advance the internal and external recognition and public image of Rotary.
- Increase Rotary's capacity to provide service to others.
- Expand membership globally in both numbers and quality.
- Emphasize Rotary's unique vocational service commitment.
- Optimize the use and development of leadership talents within RI.
- Fully implement the strategic planning process to ensure continuity and consistency throughout the organization.