

For the Club President or
the Aims and Objects Committee

The Rotary Program

Institutions, like people, are known for what they do. What Rotary clubs and Rotarians undertake to do is called the Rotary program. If the clubs and their members perform that program well, Rotary as an institution will be well and favorably known. It is the purpose of this pamphlet to help Rotary clubs and Rotarians to such an understanding of Rotary and its program that good performance will result.

What Rotary Is

Rotary is the organized body of Rotary clubs and Rotarians, the spirit which animates them, the principles and practices and precedents which guide them, the objects of service they seek to encourage and foster. In brief, Rotary is "a world fellowship of business and professional men united in the ideal of service." A Rotarian must be a man of personal character and recognized standing in his business and community and, since the ideal of service means thoughtfulness of and helpfulness to others, he must have a willingness and an ability to serve others in his many relationships.

The Rotary Club

Rotary is organized on the basis of one Rotary club in each community (i.e., a city, town or locality with common business interests). In each club, the basis of membership is one man from each distinct business or profession within the community and he must hold an executive position. This is a restrictive provision, it is true, but it produces an inclusive, not exclusive, membership for it makes possible the recognition of all useful occupations.

It enables the club to be a true cross-section of the business and professional life of the community. It develops fellowship based on diversity, not similarity of interest (the grocer meets the doctor; the banker, the printer; the manufacturer, the haberdasher; etc.). It prevents the predominance of any one business or professional group. It furnishes an atmosphere free from the restraints that might prevail in the presence of competitors. The club is intended to be really a club—a body of men who are knit together in bonds of personal friendship.

Weekly Meetings

Rotary clubs hold their meetings weekly, usually in connection with a luncheon or dinner; and regular attendance (a minimum of 60 per cent of the meetings in each six months of the fiscal year) is one of the statutory conditions of membership in the club.

Nothing in the principle of selective membership means the exclusion of business rivalry in order to afford non-competitive opportunity for business. Rotarians are specifically forbidden to attempt to use the privilege of membership for commercial advantage. The honor of the movement in this partic-