

tarian to his personal, business and community life."

Community Service Principles

In carrying out this object Rotary clubs have developed various community activities affording opportunities for service by their members. There are no rules for an individual Rotary club in the selection of community service activities, but the following principles are suggested by experience:

Community Cooperation

Because of the limited membership of Rotary, only in a community where there is no adequate civic or other organization in a position to speak for the whole community should a Rotary club engage in a general community service activity that requires for its success active cooperation of the entire citizenship.

Chamber of Commerce

Where a chamber of commerce exists, a Rotary club should not trespass upon or assume its functions, but Rotarians, as *individuals* committed to and trained in the principle of service, should be members of and active in their respective chambers of commerce. As good citizens, they should be interested in every general community service activity, and as far as their abilities permit contribute thereto.

Endorsements

As a rule, a Rotary club should not endorse any project, no matter how meritorious, unless the club is prepared and willing to assume all or a definite part of the financial and

other responsibility for the accomplishment of that which it endorses.

Publicity

A Rotary club, in selecting an activity, should seek primarily the opportunity to serve. While a club may initiate and lead in a movement, it should endeavor to secure the cooperation of all other organizations that ought to be interested and should seek to give them full credit.

Avoiding Duplication

A Rotary club should avoid duplication of effort, and in general should not engage in an activity that is already being well handled by some other agency.

Securing Cooperation

In all its activities, a Rotary club acts best and is most successful as an instigator. A Rotary club may discover a need but, where the responsibility is that of the entire community, it should attempt to awaken others to the need, seeking to arouse the community to its responsibilities, the club assuming leadership where necessary.

Individual or Group

Activities which enlist the *individual* efforts of all Rotarians are more in accord with the spirit of Rotary than those requiring corporate action by the club as a whole. This does not mean, however, that corporate action is prohibited. On the contrary, it is desirable that every Rotary club have some community service activity requiring the collective cooperation of all of its members. The collective community service ac-