

## **The Relationship of a Rotary Club to Its Community**

A Rotary club cannot exist apart from some community whose people need and use the business and professional services which its members render. Therefore, while one of the club's primary objectives is the benefit which the members find in their association with each other, the club must also seek to benefit the community and to earn and maintain the confidence of the community. The incoming president should try, with open mind, to find what the community needs which the Rotary club is able to do. A program to meet these needs will help the community to get a better understanding of the club's purposes.

### **Cooperation Not Duplication**

Rotary's policy of cooperation rather than competition or duplication should be kept in mind by the president and exemplified in all the community activities he helps to formulate. In many ways the president personifies Rotary to other organizations and to the community as a whole. One of his greatest contributions to the success of his club may, therefore, be the development of intelligent understanding and genuine cooperation in worth-while causes. In this way the president may help club members to find outlet for their capacity and desire to be good citizens.

## **The Relationship of the President to His Club**

As already stated, much of the work of the club is done through members whose efforts the president guides and coordinates. His relationships with his fellow officers, especially the secretary, with the directors, with the committees and with the membership as a whole deserve his careful study. Those relationships will largely determine his success as president and the progress of the club during his administration. The outgoing president and other past presidents can assist and will be glad to do so. The new president should avail himself of their experience and advice, even though his decisions must

### **Corporate Activity**

To strengthen club morale it is sometimes desirable to undertake an activity which requires the collective cooperation of all members. This is consistent with Rotary's policy if the activity is one not already adequately performed in the community. See text of Resolution No. 23-34, Section 4, Paragraph 2, which will be found on Page 51 of the Manual of Procedure (Pamphlet No. 35) October, 1942.

While Rotary's policy is one of cooperation, it is contrary to policy for a Rotary club as such to affiliate with any other organization. Officers and members may confer with other agencies, but a decision as to action must be made by the club. This policy in no way limits the individual Rotarian in his active participation in those efforts outside the Rotary club which appeal to him as serving community welfare. Indeed, his club should encourage him in this activity. Under this policy the president may tactfully refuse the requests that may be made for corporate cooperation.

The experience of other Rotary clubs in serving their communities is available to all Rotarians in material published by Rotary International. By using this material the president may get suggestions which he can adapt successfully to use in his own community.

be his own, and may differ from their suggestions. The president should establish a cordial working relationship with the secretary and a clear understanding as to their respective responsibilities. The secretary, like the president, has been chosen by the club (or by the board) and has certain responsibilities outlined in the club by-laws. The encouragement, leadership, and cooperation which the president gives the secretary will stimulate him to perform his duties, and thus to help the president in giving the club a successful year.