RESOLUTION 19R-02

To request the RI Board to consider emphasizing RI’s mottos

Proposer(s): District 2580, Japan
Endorsed by: District 2580 through a ballot-by-mail, 15 May 2019

WHEREAS, the Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise, and

WHEREAS, as clarified in Resolution 1923-34, the ideal of service is concisely expressed in Rotary’s two mottos, “Service Above Self” (consider others before you act) and its complement, “One Profits Most Who Serves Best” (those who follow the first motto are rewarded most), and

WHEREAS, during the recent Rotary Foundation centennial celebration and in our general effort to enhance Rotary’s public image, we have focused upon the Foundation’s motto, “Doing Good in the World,” and

WHEREAS, this may be causing a misunderstanding that RI’s motto is “Doing Good in the World,” as each Rotarian implements service in his or her personal, business, and community life every day and does good in the world because that is how Rotarians implement the ideal of service. Service improves the lives of its beneficiaries and makes their communities better places, and, as a result, rewards the Rotarians both economically and spiritually.

WHEREAS, by enhancing our public image and developing membership, rather than emphasizing the individual service activities implemented by Rotarians, we can better promote Rotary’s philosophy, the ideal of service, which is the foundation of those activities, and Rotary’s two mottos, “Service Above Self” and “One Profits Most Who Serves Best” that concisely express the ideal of service

IT IS RESOLVED by Rotary International that the Board of Directors of Rotary International consider further emphasizing the two RI mottos as it implements the public image enhancement and membership development prescribed in the RI Strategic Plan.

(End of Text)

PURPOSE AND EFFECT

A greater emphasis on the two RI mottos “Service Above Self” (consider others first before you act) and its complement, “One Profits Most Who Serves Best” (those who follow the first motto are rewarded most), will promote the philosophy of the ideal of service as it is set forth in the Object of Rotary.
FINANCIAL IMPACT

If implemented, this resolution would have a financial impact on RI which cannot be determined at this time. Cost would be dependent on the scope and extent of support provided by the RI Board to accomplish this goal.

Significant resources have been invested over the past four years in market research and the creation of messages, materials, and promotional campaigns that drive public awareness and understanding of Rotary.